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CHOPSTICKS

NEW YORK

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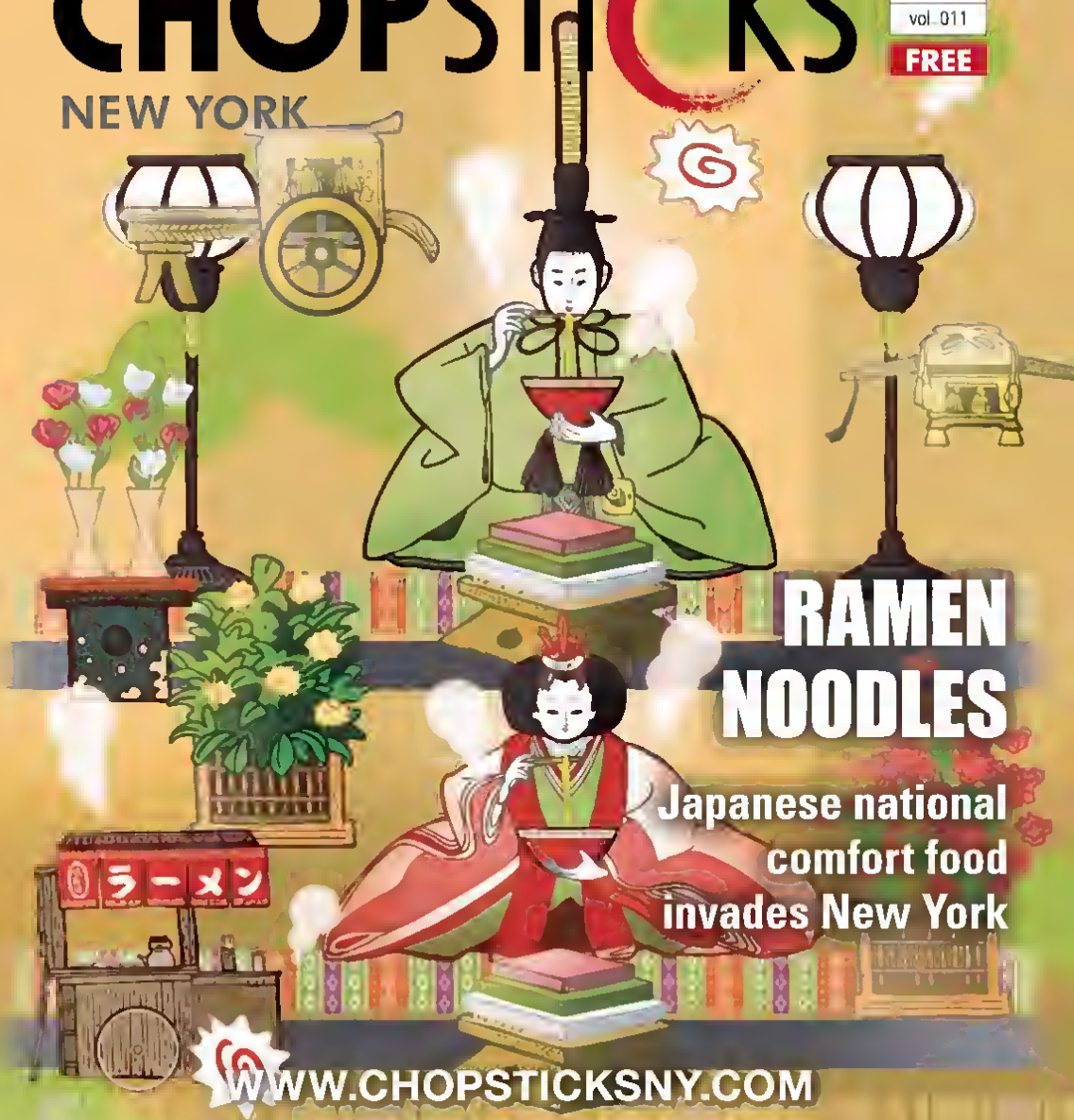

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[March 2008, Vol. 011]

CONTENTS

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ON THE COVER

2 **PEOPLE** TADANOBU ASANO

Tadanobu Asano has not been limited to just one type of role. The versatile Japanese actor, who is one quarter Native American, now plays the legendary conqueror Genghis Khan in the movie "Mongol." He shared his true face with *Chopsticks New York*.

4 **WHAT'S NEW?**

RESTAURANT **East Meets West at America's First Curry Diner**
FROM JAPAN **Scan Your Body Inside Out**
SHOP **New Current of Usad-Car Dealing Comes From Japan**
PRODUCTS **Transforming the Music Listening Experience**

6 **DOWN IN TOKYO**

NET CAFÉ NANMIN: Digitally connected but socially off the track – Japan's internet café homeless

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FEATURES

8 **RAMEN 101** What is Ramen? How it's made and how you can enjoy it.

10 **REPORT FROM SHIN YOKOHAMA RAUMEN MUSEUM**

A Nostalgic Trip through Japan with Its National Food: Ramen

54 **TRAVEL CHERRY BLOSSOM** The Ephemeral Beauty of Japan

FOOD / DRINK / GROCERY

14 Japanese Chef's Home Style Cooking
15 Restaurant Guide
27 Grocery & Sake Guide
28 Buying Japan
32 Sake Column

LIFESTYLE

42 Focus: Food Culture (Tea Brewing)
43 Ask the Beauty Guru: Tomoko Shima Hair Salon
44 Beauty / Health / School / Shop Guide
49 Language: "ikaga desu ka"

EVENT / ENTERTAINMENT / LEISURE

59 Entertainment: Cinema
60 Exhibition / Performance
61 Lecture / Forum / Film / Festival
62 Events / Happenings

"I FEEL I DON'T BELONG ANYWHERE. THAT'S MY IDENTITY." — TADANOBU ASANO

Tadanobu Asano
Born in Yokohama, Japan in 1973. He got his first TV role when he was in junior high school. Since then, his acting career has taken off -- he constantly gets calls from internationally-acclaimed directors, including Takeshi Kitano, Nagisa Oshima, Yoji Yamada, Takashi Miike, Kiyoshi Kurosawa, Hirokazu Koreeda, Shinya Tsukamoto, Katsuhito Ishii, Shunji Iwai, Shinji Aoyama, and Hsiao-hsien Hou, to name a few. His international breakthrough was "Ichi the Killer" directed by Takashi Miike in 2001. In 2005, he made his directorial debut with "Ton," which was screened at the Berlin International Film Festival in 2006. His latest movie "Mongol" has been nominated for Best Foreign Language Film in the 80th Academy Awards. Outside of acting, he devotes himself to music, drawing, and designing clothes. He started his fashion brand, Jean Diadem (www.jeandiadem.com), in 2005

Sadomasochistic yakuza, sly bank robber, heartbroken orphan, cult runaway, dim-witted jiujitsu fighter—Tadanobu Asano has clearly not been limited to just one type of role. This versatile Japanese actor, who is one quarter Native American, now plays the legendary conqueror Genghis Khan in the movie "Mongol." After a special screening of his films in Washington, D.C., he shared his true face with Chopsticks New York.

Is this the first time that your films have been screened together outside of Japan?
There was a retrospective in London about 10 years ago. It's the second time since then. I like to talk with the audience of this type of tribute film screening because I feel more relaxed than I do at a premiere.

Your character in "Mongol" is completely different from the ones you have played in the past; he is a legendary hero and non-Japanese, plus it is a costume drama. Did you have any difficulty with this role?
I had to face with plenty of new things: speaking Mongolian, riding horses... Learning horseback riding was particularly tough since I hadn't done it at all before. My butt was skinned, actually. That was indescribably painful.

How about swordplay?
That was also tough. We had two separate principal photography periods that each lasted two months. In the first period, which was from fall to winter, we had a Korean action director. He taught us Korean-style fighting steps, which were completely different from the Japanese style. When I happened to take Japanese steps, he got really mad at me. I had trouble working with him. Anticipating that I would have to work with him in the next shooting period, I secretly practiced Korean-style steps, but he did not show up on the set. Instead of him, we had action directors from Kazakhstan. I got along very well with them. They were a big help to me.

Characters you have played before were divided into two distinct types: extremely hip, cool guys and miserable losers, with nothing in between. How do you switch the mode of your acting style?
I am not good enough to change my acting style. I just play my roles. It's because the original characters themselves are different, perhaps.

Once entering the principal photography stage, do you become obsessed with your role and drag it into your private life?
Never. I forget everything about the role once my duty is over on any given day.

You have worked with many acclaimed filmmakers. Describe the following directors in a word or so. First, *Takashi Miike*.
The best.

***Takeshi Kitano*.**
Comfortably wound-up.

***Katsuhito Ishii*.**
Funny.

***Shunya Tsukamoto*.**
Hmm, feminine.

***Kiyoshi Kurosawa*.**
How can I describe him? Well, smart and twisted.

Finally, the director you have just worked with recently, *Yoji Yamada*.
Well, I can't think of any good word to describe him. As you know, he is like the heir to Japanese cinema. He's kept the good aspects of Japanese film seriously, and he kindly shares them with us.

Did I miss anybody?
Maybe *Nagisa Oshima*?

Oops. How is the master?
Audacious.

Are you conscious of your identity as a Japanese actor when you work with multinational filmmakers?
I don't think so. Actually sometimes I enjoy finding my non-Japanese side. In my opinion, it's not necessary to be categorized in one group. I like to think that way.

So how do you position yourself in those working environments?
It is hard to explain, but I feel I don't belong anywhere. That's my identity.

Suppose you had a chance to appear in an *Akira Kurosawa* movie 40 or 50 years ago. Which movie would you want to get involved in?
Of course, "Seven Samurai."

Which part?
Seiji Miyaguchi's part. [Character name: *Kyuzo*]

That's the coolest part.
Indeed.

Suppose you had an offer to play the protagonist in a Hollywood road movie. If you were allowed to pick your sidekick, who would you choose?
Willem Dafoe.

What kind of road movie is that?
What kind of movie is that? Hmm, the trip of an irresponsible American and a Japanese who knows nothing about America.

Okay, if it were a road movie in Japan, who would be your sidekick?
Who would it be??? There are a lot of Japanese actors I like to work with.

It doesn't have to be a Japanese. Just think about how wonderful it would be if you had a trip with...
Jackie Chan!

Sounds fun. Well, which director do you want to work with in the future?
Yang Zhang. He directed "Shower" and "Quitting." I once revealed that I would love to work with the director to my Chinese co-worker on the set, and he said, "Don't ever think about it."

How about a Hollywood director?
The director of "American Beauty" [*Sam Mendes*]. I don't remember his name, but I do like the movie.

This is the last question. What would you recommend if someone were visiting Japan?
I grew up in Yokohama, so I do recommend Yokohama. Also, I like Kamakura and the ocean side of that neighborhood. It would be fun to see the Daibutsu [a huge statue of Buddha] as well.

Would you be more specific--which part of Yokohama do you recommend?
Naka-ku.

What's in Naka-ku?
My kindergarten! [laughs] Seriously, there are some sightseeing sites in the ward such as Chinatown.

—Interview by *Noriko Komura*

MONGOL (2007, KAZAKHSTAN)

Directed by *Sergei Bodrov*
Written by *Sergei Bodrov, Arif Aliyev*
Starring *Tadanobu Asano*

Award-winning Russian director *Sergei Bodrov* ("Prisoners of the Mountains") depicts the early life of *Genghis Khan*, the legendary conqueror of Eurasia in the 13th century. A multidimensional portrait of the future conqueror reveals him not as the evil brute of traditional stereotype but as an inspiring, fearless, and visionary leader. *Asano* plays the protagonist, *Temudgin* (a.k.a. *Genghis Khan*) who was a slave before going on to conquer half the world. He captures the inner fire that enabled a hunted boy to become a conqueror. The film is nominated for Best Foreign Language Film in the 80th Academy Awards. It will hit theaters on June 6th.

Photos by Alexander Zabrin. ©2007 Picturehouse

Restaurant

East Meets West at America's First Curry Diner

At first glance, the American Grill located in the East Village is just like any other diner. However, upon entering its sun-lit interior one can't help but notice the posters of curry adorning the walls. American Grill has been open since July of 2007, but when new management took over at the end of last year it decided to collaborate with *Kenny Kaneko*, manager of Go!Go!Curry!, to create a revolutionary curry menu for the diner.

This opening was based on the success of the Go!Go!Curry! midtown restaurant, the first location outside Japan. There the best-selling curry is *katsu (pork)* and this is also the best seller at Go!Go!Curry @ American Grill, but some other dishes have combined diner food and curry to form original combinations that can only be eaten here. For example, the second best selling curry is *hamburger curry*, and *French fries and cheese curry* even makes its way onto the menu! Other offerings include the stamina-providing freshly fried *calamari curry* and the $12.50 "Grand Slam" for hungry customers, which includes chicken, pork, sausage, shrimp and egg. For all curries, extra sauce and extra rice can be ordered for $1.50 each.

According to *Mr. Kaneko*, the secret is in the sauce. He claims that his curry is the best in the world, due to the fact that it is cooked for five hours and then set to stand for 55 more! Mr. Kaneko explains, "I hope that my curry gives my customers energy and I enjoy seeing the combinations they choose to eat." Upcoming plans for American Grill include the February 14th introduction of a bar where Japanese sake and other alcohol will be sold.

Go!Go!Curry! @ American Grill
117 2nd Ave. (on corner of 7th St.) New York, NY 10003
TEL: 212-557-8200

From Japan

Scan Your Body Inside Out

The bathroom scale has come a long way over the last decade. The latest high tech model measures inside your body in more detail, with subcutaneous fat rate, visceral fat level, body fat rate, body mass index (BMI), skeletal muscle percentage and metabolism age. These classifications are usually available either at fitness or clinical facilities, but global healthcare manufacturers such as Tanita Corporation and Omron Corporation produce body fat scales available for home use.

Although the product line-ups are very similar between the United States and Japan, these two Japanese manufacturers recently released new models first to the Japanese market with a new classification breakdown by a particular body part: body fat rate and skeletal muscle percentage of left and right arms, left and right legs and the torso. These indexes show more accurate body fat condition and indicate which part of body you need to lose the fat from and what kind of exercise to pursue for better body shape.

The Japanese market has become a larger healthcare market since the country's traditional healthy diet is in danger. In 2006, the Health, Labor and Welfare Ministry reported that 50% of males between the age of 40 and 74, and 20% of females in the same age group, have symptom of metabolic syndrome, including obesity, high blood pressure, abdominal obesity, elevated insulin levels or high cholesterol levels.

Tanita's *InnerScan 50V* (left) and Omron's *Karada Scan HBF362* (right) are the newest models, which implement the function to check fat rate of each part of the body. Both of them are only available in Japan as of February 2008.

Tanita www.tanita.co.jp (Japanese only)
Omron www.healthcare.omron.co.jp (Japanese only)

Shocked by the government's report, the country is demanding more attention to daily lifestyle and health maintenance on an individual level, and these new features on the body fat scale in Japan may keep the country's traditional healthy diet from becoming a myth.

Shop

Fast and Reliable: New current of used-car dealing comes from Japan

Japanese drivers in Tri-State long waited for the arrival of Gulliver, the Japan's leading used-car dealing company. This is not because the staffs can speak Japanese while doing business, but the true incentive grounds to the giant's unique strategy to buy and sell used-cars, which not only benefits Japanese people but also Americans.

First of all, the company spread nationwide Japan rapidly since its launch in 1994. It created the empire of 500 stores in five years. In the year of 2005, it finally disembarked on the US, and since then it has rooted in Los Angeles and San Francisco. In addition, it has just opened San Diego branch in February.

One of the Gulliver's appealing points is quick turn over; 1 to 2 weeks is its average as compared to average 3 to 4 months of other dealers. This allows Gulliver to constantly provide better-conditioned cars at reasonable price on the market thanks to its established dealing route and drastic cost cut strategy. At this moment, the new NY branch tends to attract Japanese clients naturally. *Minoru Yamahira*, manager of Gulliver East, says, "Japanese drivers generally take good care of their cars, but the condition of used cars that we got from Japanese owners in this area is excellent and low-mileage.

For those who want to sell cars, Gulliver offers free appraisal. What is more beneficial to the customers is that they also come over to your place to do that. If you want to sell your car without spending your own time and doing lots of paper works, private transaction is another option. Their business style fits perfectly to time constraint New Yorkers. Check out Gulliver to get best car deal.

Gulliver East
1844 Central Park Ave
Yonkers, NY 10710
www.gulliverusa.net
info@gulliverusa.net
1-888-831 6134

LA Showroom of Gulliver USA

Goods

Transforming the Music Listening Experience

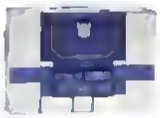
For anyone who grew up in the 80s, Transformers is a part of their childhood memories. This nostalgia was rekindled last year with the release of the movie, and the Japanese company Takaratomy decided to further capitalize on this reminiscent mood. On December 21 of last year, it released a product called the Transformers Music Label SoundWave MP3 Player, a one-of-a-kind product in the market for this technology.

The Transformer MP3 Player is both an action figure and a portable audio player, and it comes with earphones as well as weapons and different hand poses like other Transformer toys. Its price is $129.99, and with a mini SD slot it is as easy as plug and play. **AC Gears**, located in Greenwich Village, is the first and only store in the US to sell this product, otherwise only available in Japan.

AC Gears opened on December 8 of last year and is the brick-and-mortar retail store for the online store audiocubes.com, which has been in existence since 2002. According to store president *Mr. Kohn Liu*, the Transformer MP3 player is seeing brisk sales. "Since December we have sold about a hundred units, and it's usually transformer fans (guys) that tend to buy them."

In regard to future plans for AC Gears, *Mr. Liu* adds, "Most of our products are currently from Japan, but we are expanding into non-Japanese products so that our product line is more comprehensive. We plan to introduce more robotic products like the Transformer player within a month or so." With more winning products like the Transformer MP3 Player, AC Gears will likely be able to achieve its goal of opening stores throughout the country and world.

Transformer MP3 Player is available at **AC Gears**
69 East 8th St. (between 8th St. & Broadway)
New York, NY 10003
TEL 1 888-xLOVE-AC



NET CAFÉ NANMIN （ネットカフェ難民）

DIGITALLY CONNECTED BUT SOCIALLY OFF THE TRACK — JAPAN'S INTERNET CAFÉ HOMELESS

While the Japanese economic slow-down is nothing new any more, the homeless population grows gradually in urban areas like Tokyo. An interesting trend is that the average age of the homeless population lowers, and they start the unique urban homeless lifestyle. They are the people who are referred as "net cafe refugees."

Net cafe, a shortened name of the internet cafe in Japanese, is everywhere in big cities in the country. Unlike the usual internet cafe seen in the US cities, the Japanese net café is open for 24 hours, and provides a small cubicle with a computer with internet connection. In addition, they make the cafe cozier and more relaxing by providing bottomless soft drinks, slippers, wake-up call service, power outlet for battery chargers, massage chairs, blankets, hair driers and toiletries for sale. These amenities are added to the net cafe business to provide some space in the crowded city to sit down for rest, chit-chat with friends, killing time before the next meeting, waiting for the next long-distance train, or simply to check e-mails or surf on the internet. However, the "refugees" found how to maximize these amenities for the amount they pay at the cafés. These cafes' environments turned out to be perfect enough for today's urban lifestyle and made the urban homeless population into net cafe dwellers.

Most of the net cafés in Japan are renovated from manga-kissa, comic book cafes, where customers pay for a space to sit down and read manga comic books from their bookshelves as long as they want over a cup of coffee or sodas. Although the manga-kissa was considered rather dark and as a nerds' hang-out, net cafe doesn't particularly target the comic book aficionado. Instead, it became the birthplace of the net cafe refugees.

As the media coverage on this phenomenon and the government concern grow, the term "net cafe refugees" was picked by the Japanese dictionary publisher for one of the buzz words of the year in 2007. "Our customers are not refugee. They pay for our service," a net cafe business owners' association claims that it is discriminatory and irrelevant to use the term "refugee" to their own customers.

In August 2007, the Japanese Ministry of Health, Labor and Welfare report counts 5,400 net café dwellers across the country in 2007, about 80% of them are in Tokyo. Due to the recession that the Japanese younger generation never experienced before, 66% of the net café refugees claim they don't have enough to make a down payment, 38% claim that they don't have consistent income to pay rent, and 31% claim that they can't get a reference letter to get a place to live. They take odd jobs and do day work in big cities at the minimum wage, which is way too little to pay the rent. Their lifeline to these job opportunities are cell phones and the internet, and the net cafe equips them with all they need.

To prevent them from shifting out on the street, the Tokyo Metropolitan Government decided to employ a relieve measurement: If the refugee is evaluated to be capable of getting a secure job, the government lend up to 600,000 yen (about $5,400) to settle down in a reasonable place to live. Although this policy is implemented for the first time in the country, now that the country officially announced that the recession is over in 2003, Japan's working poor may still struggle to adjust the new economic turn-up. The Japanese society quietly hopes that the net cafe refugees somehow find the way out from the digital connection of the internet cafés.

—Reported by *Nan Akashi*; Photo by *Ryosuke Kawasaki*

The cubicle is large enough to accommodate the computer, a small desk and enough room to sleep. It is private enough for a sound deep just like at home.

Take whatever you need: the amenity section has a large variety of items that you would need to sleep over just like a convenience store.

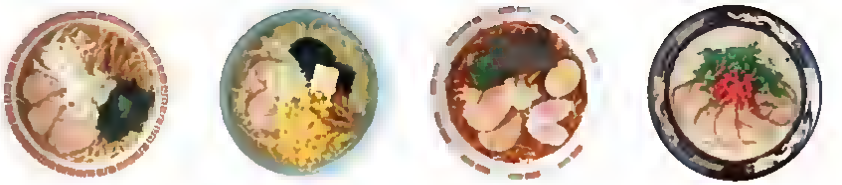
FEATURE STORY

Ramen

RAMEN 101:
WHAT IS RAMEN? HOW IT'S MADE AND HOW YOU CAN ENJOY IT.

REPORT FROM SHIN YOKOHAMA RAUMEN MUSEUM:
"A NOSTALGIC TRIP THROUGH JAPAN WITH ITS NATIONAL FOOD: RAMEN"

RAMEN IN NEW YORK



FOOD
DRINK
GROCERY

JAPANESE CHEF'S HOME STYLE COOKING
NAPA CABBAGE MILLEFEUILLE WITH PORK BELLY BY *KATSUTOSHI SAITO*
(BLUE RIBBON SUSHI BROOKLYN)

CONVERSATION WITH SAKE SOMMELIER
CHIZUKO NIIKAWA AND *AYUCHI MOMOSE* OF SAKAGURA

BUYING JAPAN: INCREDIBLE AND UNKNOWN PRODUCTS
SUMI SOAP

LISTINGS
JAPANESE RESTAURANTS / OTHER ASIAN RESTAURANTS / GROCERY & SAKE

Ramen 101

What is Ramen? How it's made and how you can enjoy it.

Ramen is a Japanese comfort food loved by everybody from small children to the elderly. It's not a staple of Japanese cuisine, but it is something deeply connected to when, where, and how people have been raised.

Unlike other Japanese noodles such as *soba* (buckwheat noodles), *udon* (thick flour noodles), and *somen* (thin flour noodles), ramen has its origins in China. It is not known when the Japanese adopted these Chinese noodles, but ramen's popularity in Japan grew and spread nationwide during the 1940s.

So what's the definition of "ramen," anyway? Simply put, it's a soup with noodles and various toppings. The noodles are made of flour, egg, water, *kansui* (salt water), and some other seasonings. The soup is comprised of a base broth and flavorful seasonings. Ramen chefs play with the balance of different ingredients to create original ramen. The variety of toppings is numerous since there are virtually endless possibilities. Each ramen chef has his or her own personal style, but regional trends are usually apparent since chefs often use locally grown ingredients.

In the United States, the word "ramen" might remind you of freeze-dried instant ramen, and, yes, it is one aspect of ramen noodles. Real ramen, however, has various features to tempt one's palette.

4 keys to understanding ramen

These are the four important factors for understanding ramen. They'll also helps you to find your favorite kind of ramen. Ramen chefs typically play with the balance of these four elements.

1. TYPE OF NOODLES

Thickness, shape, texture, smoothness of the surface, and degree of curliness--each factor plays an important role in determining the flavor of ramen.

2. SOUP (BASE BROTH)

Several types of broths are used for making ramen soup. *tonkotsu* (pork bone), chicken, vegetable, and seafood (flavored with anchovy, seaweed, bonito, scallops, etc.). Aroma as well as flavor change the taste of ramen. Many ramen shops mix several broths to add to the depth of flavor.

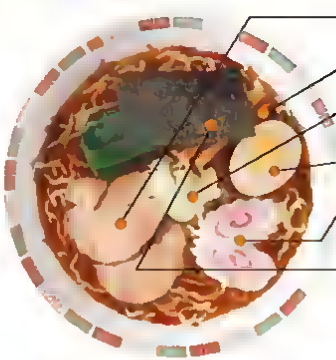
3. SEASONING FLAVOR

SHIO: salt

MISO: soybean paste. Different types of miso produce different flavors. Some places use multiple kinds of miso to create a complicated flavor.

SHOYU: soy sauce

4. TOPPINGS



CHASHU: roasted or boiled pork

MENMA, or ***SHINACHIKU***: bamboo shoots

SCALLIONS: chopped, sliced, or julienned

NARUTO: fish cake

EGG: Seasoned boiled egg is often used. Japanese people love soft-boiled rather than hard-boiled eggs. Raw egg is also eaten in some areas.

BENISHOGA: pickled ginger

NORI: seaweed

KIKURAGE: cloud ear mushroom

ASSORTED VEGETABLES: spinach, moyashi (bean sprout), corn, wakame (seaweed), etc.

OTHERS: A touch of scallion oil, *maayu* (garlic oil), and sesame oil are used for adding a kick of a flavor. Lard and pork shoulder fat can create body and smoothness in the soup. Grated garlic, roasted garlic, and roasted sesame are other popular additions.

Ramen Map

Although ramen comes in many varieties, it does have regional distinctiveness. Here is a generalized ramen map of Japan.

***Tonkotsu*-based Kita-Kyushu ramen is the best**

Fukuoka Prefecture, where I come from, has two famous tonkotsu ramen styles, Hakata and Kita-Kyushu. I like both, but what I crave most is the ramen from my hometown, Kita-Kyushu City. Its noodles are slightly thin, unlike the Hakata-style ramen. An abundance of toppings--chashu (roasted pork), boiled egg, bean sprouts, scallions, kikurage--gives it a special quality. Black pepper and grated garlic perfect the flavor. In the Moji ward of Kita-Kyushu, I recommend Minzu Ramen, which is run by an elderly couple. Its hours vary due to the owners' physical condition, so you're lucky if it happens to be open during your visit. I miss the taste a lot.

—Kasumi Abe

Sapporo. *This area is famous for miso ramen. Noodles tend to be medium thin to medium thick, chewy and curly.*

Asahikawa. *Its rich soup has a shoyu flavor with tonkotsu broth base. Noodles are medium thick and curly.*

Kitakata. *Flat, thick, and curly noodles are the distinctive features of this ramen. Its shoyu flavored soup has body.*

Yokohama. *It is known as the birthplace of ramen. The traditional Yokohama ramen boasts a clear, shoyu-tonkotsu soup and extremely thick noodles.*

My personal preference goes back to the original Tokyo ramen

I recall it was about 10 or 15 years ago when tonkotsu broth became popular in Tokyo. Lots of ramen stands appeared, and the traditional shoyu-based Tokyo ramen was overwhelmed by the rich, thick tonkotsu. I loved that taste in those days, but its appeal was temporary. As the types of ramen available in Tokyo become more numerous, my preference goes back to the original Tokyo ramen with its clear shoyu soup, curly noodles, and basic toppings such as chashu (roasted pork), naruto, and scallion. It makes me homesick.

—Akihiro Yamamoto

Tokushima. *The dark, shoyu-flavored tonkotsu soup makes the ramen of this region famous. Also, it is the only region to use raw eggs rather than boiled eggs everywhere else. Noodles are straight.*

Fukuoka (Hakata & Kita-Kyushu). *This area is particularly famous for tonkotsu soup. Its milky, thick tonkotsu soup has shio and shoyu flavors. Noodles are thin and straight.*

Wakayama. *The flavor of its thick soup is divided into simple tonkotsu and shoyu. Noodles are flat and straight.*

Tokyo. *The light, clear, shoyu-flavored soup makes the ramen stand out. Thin, curly noodles are customary in this city.*

Kumamoto. *With additional mayu (roasted garlic oil) flavor, Kumamoto style tonkotsu is a bit richer than that of Fukuoka. Fried garlic gives it a kick, too. They use medium thick, straight noodles.*

Nothing is better than Yokohama "Ie-kei" ramen

Yokohama is renowned for "ie-kei" ramen, which signifies some ramen houses associated with a legendary ramen house, Yoshimura-Ya. The Chinese character "ya" means family, and it can also be pronounced "ie" in Japanese, that's why we call the ramen of Yoshimura-Ya's collateral families "ie-kei," the "family" ramen. I love its rich tonkotsu broth and extremely thick noodles, boiled al dente. The pork shoulder fat adds buttery flavor and there is always grated garlic on the counter, so we can add as much as we like. The more garlic, the tastier the ramen is. —Ai Tatebayashi

Okinawa. *Okinawa region has its own unique food culture. Its noodle equivalent to ramen is called Soki Soba. Boiled pork belly is the most important ingredient. Noodles are flat.*

Report from Shin Yokohama Raumen Museum

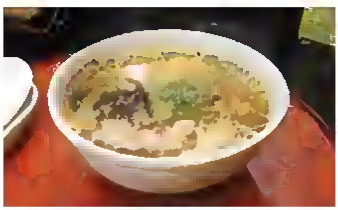
"A NOSTALGIC TRIP THROUGH JAPAN WITH ITS NATIONAL FOOD: RAMEN"

When I travel to Japan, my friends always ask, "what is the first thing you want to do?" I always reply with the same answer, "eat a bowl of ramen." Most non-Japanese people who have never traveled to Japan do not realize that the national food of Japan is not sushi but ramen. The best place when visiting the Tokyo/Yokohama area to experience the different flavors of ramen, the history of ramen, and regional variations, is at the **Shin Yokohama Raumen Museum** located in Shin Yokohama, just a five minutes walk from Shin Yokohama Station.

Established in the spring of 1994, this one-of-a-kind museum is a trip back in time to Japan circa 1958. The backdrop is a setting at sunset during the Post World War II reconstruction period. This setting recalls a nostalgic time in Japan of mom and pop stores and neighborhoods, prior to Japan being known as a futuristic place of electronics, bullet trains and cutting edge fashion.

Upon arrival, I received a brochure in English describing each ramen shop and their particular flavors and region, as well as the historical setting. The top floor of the museum showcases the history of both the traditional ramen shop, the popular rise of instant ramen that most non-Japanese have come to know and a gift shop. The first floor down is a combination of ramen shops, a bar, bakery and various nostalgic items like television sets, cameras, and neighborhoods set in 1958 Japan. The bottom floor consists of ramen shops with the center serving as a sitting area with storytellers. The museum was a mixture of your average Japanese people eating lunch, from the construction worker to the stereotypical schoolgirl, as well as tour groups from China and a few Westerners such as myself.

There are eight different shops from various regions of Japan in the museum. In front of each shop is a vending machine where you can choose the type and size of ramen you would like to eat, as well as various condiments such as boiled eggs that are still soft in the center, extra bamboo-shoots, nori and chashu. Each shop has its own distinct style and flavor depending on the type of soup, which varies regionally. I recommend that anyone who goes to the Raumen Museum should go very hungry and buy sample sizes, in order to go to as many of the shops as possible to get a wide array of variations. I was able to go to four shops and sample all four flavors. To my surprise, my two favorites were the Shio Ramen from the shop **Hachiya** (Hokkaido) and Tonkotsu ramen from **Komurasaki** (Kyushu). I had always favored Shoyu ramen from Tokyo, but found that the complex flavors of the soup from these two distinguished shops, and condiments such as the eggs and garlic chips gave me a new food experience that I can't wait to experience again.



Deep complex flavors of Tonkotsu Ramen from the shop Komurasaki

The three flavors of Hachiya (from Top) Shoyu Miso and Shio

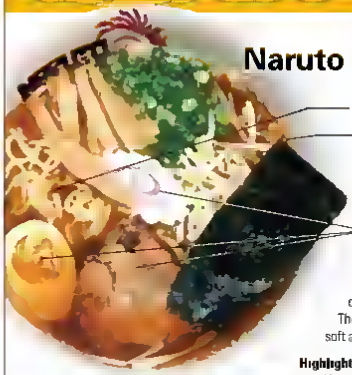
The nostalgic setting of 1958 Japan at twilight available all day

— Reported by *David Wolfe*

Shin Yokohama Raumen Museum
2-14-21 Shinyokohama Kohoku-ku,
Yokohama-City 222-0033
TEL (+81)-45 471-0503 (Japanese Only)
www.raumen.co.jp

Naruto Ramen

COMPLEX & MILD: WELL-CRAFTED BASE DETERMINES THE QUALITY OF THE SOUP



Naruto Ramen $8.50

Noodles Thick and curly

Soup Soy-sauce-flavored clear soup. They mix pork, chicken and seafood broths to create a particularly profound but mild taste.

Toppings Their toppings include boiled pork, seasoned, soft boiled eggs, bean sprouts, bamboo shoots, scallions, nori (seaweed) and of course, naruto (steamed fish paste). Their super thick boiled pork is amazingly soft and succulent.

Highlights Their superb soup is the star of this ramen. Also, the toppings are carefully prepared to maximize the ramen's flavor. For example, the yolk of the soft-boiled egg melts and blends nicely with the soup in your mouth. Big portions of boiled pork harmonize with the thick noodle.

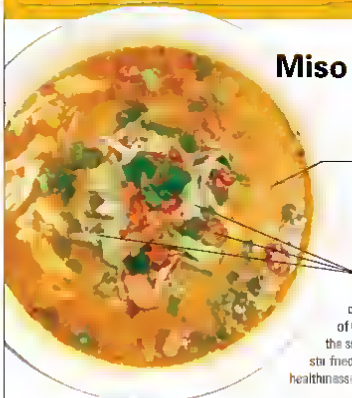
"Naruto" is not just the name of the hero of an anime and manga series but also one of the most important ramen noodle toppings. **Naruto Ramen**, which is also "topped" with the name, is the one and only ramen house on the Upper East Side. As soon as it opened this past October, it has been attracting neighborhood crowds. Americans willing to try gourmet cheap eats and Japanese who have been hungry for real ramen. What they crave is its signature dish, soy broth-based *Naruto Ramen*. "We are proud of our base soup, which is carefully crafted," says Naruto Ramen's manager, "First, we make pork broth by boiling it for 2 hours, mix it with chicken broth and leave it for one whole day. Then, we combine the mixed broths with seafood broth, which has a flavor that includes kelp, dried bonito, dried anchovy, et cetera." The result is a profound, intricate, yet mild flavor. This base soup is used for their two other types of ramen, *Miso Ramen* and *Curry Ramen*, as well. On Mondays, they serve any type of ramen for $6.50, and on Wednesdays, the popular ramen companion *gyoza* (fried dumpling) is offered for $2.50.

RESTAURANT DATA

Naruto Ramen
1596 3rd Ave. (bet. 89th & 90th Sts.)
New York, NY 10021
TEL: 212-289-7803
Mon-Sun: 12pm-10pm
Counter: 16 seats

Rai Rai Ken

RAMEN TO KEEP YOU HEALTHY THROUGH THE WINTER



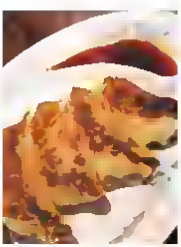
Miso Ramen $7.40

Noodles This dish uses curly noodles of average thickness.

Soup The base of this dish is miso (soybean paste) but it has lots of sesame added to it to give it a sweet taste as opposed to the saltiness of most ramen. It is also lighter than typical ramen soups.

Toppings The ingredients are bean sprouts, cabbage, onion, crispy garlic chicken and scallions. The crunchiness of the garlic chips is a nice counterpart to the softer vegetables, which are boiled (not stir fried) to give miso ramen points for healthiness.

Highlights Although ramen is not usually thought of as being good for you, because this version is packed with so many vegetables as well as chicken instead of pork, it is as healthy as they come!



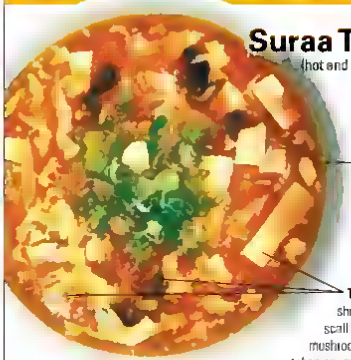
Rai Rai Ken is considered a forerunner of Manhattan's ramen scene. Established in 2000, it was one of the first places to concentrate on ramen in the East Village and its customers are comprised largely of nearby college students. The most popular ramen among Rai Rai Ken's non-Japanese clientele is miso-based and filled with lots of boiled vegetables, and it is an original dish that was created when the store opened. As opposed to the pork found in the shoyu (soy sauce) and shio (salt) ramen it offers, Rai Rai Ken's miso ramen contains chicken. Its base is made from three different types of miso (white/red/mix) and it has cabbage, scallions, bean sprouts, onions and garlic chips as well as lots of sesame in it, making it a sweeter and healthier ramen. According to Manager *Chikako Shibata*, this is something customers are aware of, as they often order the miso ramen when they feel a cold coming on or after getting sick. What would ramen be without *gyoza* (dumplings), and the napa cabbage filled pork *gyoza* at Rai Rai Ken are delicious and the perfect accompaniment to any of the three ramen options.

RESTAURANT DATA

Rai Rai Ken
214 E. 10th St. (bet. 1st & 2nd Sts.)
New York, NY 10003 TEL: 212-477-7030
Sun-Thu: 12 pm to midnight, Fri-Sat: 12 pm to 2 am
Counter: 12 seats, Window: 2 seats
*Cash only!

Izakaya Riki / Yakiniku Izakaya Riki

HOT, SOUR, THICK — THIS ORIGINAL SOUP BOOSTS YOUR APPETITE!



Suraa Tanmen $9.50
(hot and sour soup noodle)

Noodles This dish uses noodles of average thickness which are just slightly curly

Soup The base is inspired by Chinese soup *Su Ree Tan* (hot and sour soup). In place of the pepper that is customarily added this dish calls for *tobanjan* (garlic chili sauce) which its creator thought best complemented the noodles.

Toppings The soup is comprised of shredded pork egg drop bamboo shoots scallions tofu and *kikurage* (cloud ear mushrooms). Red pepper flecks from the *tobanjan* are found throughout the soup hence its "hot" designation!

Highlights This soup is notable for its thickness...making it the perfect dish to warm you up on a cold winter's day... However some customers enjoy it in hot weather as well as its spiciness makes them work up a sweat!

About five years ago *Mr Riki Hashizume*, owner of both **Izakaya Riki** and **Yakiniku Izakaya Riki** was looking for a new offering and had a burst of inspiration. He wondered what would happen if you added noodles to the traditional Chinese dish *Su Ree Tan* (hot and sour soup) and hence *Suraa Tanmen* was born! The combination was a winning one and this was just another success story after his previous hit creations of *Mentai Omelet* (spicy cod's roe omelet) and *Special Monjayaki* (Japanese pancake with various fillings such as mochi and cheese). Though *Suraa Tanmen* was first found at the original Riki, this dish is the perfect ending to a meal at Yakiniku Izakaya Riki consisting of barbeque appetizers and plenty of sake! Although there's only one of four different types of ramen on Yakiniku Izakaya Riki's menu its taste is addictive and will keep you coming back for more. The Suraa Tanmen's spiciness can be adjusted for customers' tastes and it is guaranteed to leave you content and toasty ready to face the chill of the outside air!

RESTAURANT DATA

Izakaya Riki
141 E 45th St (bet 3rd & Lexington Aves.)
New York, NY 10017
TEL: 212-986 1109
Mon-Sat: 6pm-3am, Sun: 6pm-1am
Table: 56 seats, Counter: 10 seats

Yakiniku Izakaya Riki
250 E 52nd St (bet. 2nd & 3rd)
New York, NY 10022
TEL: 212-826-4255
Mon-Sat: 6pm-4am
Table: 60 seats, Bar Counter: 5 seats

212 Fukumatsu

NOT IN THE MENU
MADE WITH STRICT DEVOTION TO RAMEN

Shio Ramen $9.00

RESTAURANT DATA

212 E. 52nd St.
(bet. 2nd & 3rd Ave)
TEL: 212-754-4840
Mon-Fri: 12pm-2:30pm
5:30pm-10:30pm
Sat: 5:30pm-9:30pm
Sunday Closed
Table: 37 seats
Counter: 17 seats

RAMEN DATA

Noodles Curly **Soup** Chicken stock, pork meat, bonito and mackerel broth **Toppings** Spicy ground pork, roasted pork, scallion, bean sprout, bamboo shoot **Highlights** Smooth saltiness and juicy slices of roasted pork shoulder are outstanding... Wednesday's lunch set comes with ramen, sushi rolls, gyoza and salad ($12)

go Restaurant

HIT FOR OVER 10 YEARS, RECIPE FROM SAPPORO — MECCA OF RAMEN

Miso Ramen $8.50

RESTAURANT DATA

30 St. Marks Pl.
(bet. 2nd & 3rd Aves.)
TEL: 212-254-6510
Sun-Thu: 6pm-1am
Fri-Sat: 5pm-2:30am
Table: 46 seats
Vendor booth: 10 seats
Counter: 8 seats

RAMEN DATA

Noodles Thick **Soup** Chicken Stock, Tonkotsu and Miso (Perfect blend of Red and White Miso) **Toppings** Seaweed, scallion, roasted pork, boiled egg, corns, bean sprouts, sautéed onions **Highlights** Full bodied and rich soup. Shoyu ramen also available. A popular spot in the East Village known for its vendor booth.

Hakata Ippudo

COMING SOON! NO SHORTCUTS IN PREPARATION OF GENUINE RAMEN

Akamaru (Price: TBA)

RESTAURANT DATA

65 4th Ave.
(bet. 9th and 10th Sts.)
TEL. 212-388-0088
www.ippudo.com/ny
Sun-Sat: 11am-1am
Table: 43 seats
Lounge: 28 seats
Counter: 6 seats

RAMEN DATA

Noodles Thin, Straight **Soup** Tonkotsu 100% soup boiled for over 15 hours to extracts all flavors **Toppings** Roasted pork, *kikurage* (cloud ear mushroom), scallion, bean sprouts, flavored oil **Highlights** Tonkotsu soup is w/o overwhelming pork aroma and mild yet rich in flavor. It matches harmoniously with the homemade noodle.

Izakaya Ten

AUTHENTIC TONKOTSU RAMEN WITH SIGNATURE TENDER ROAST PORK BELLY

Tonkotsu Ramen **$8.00**

RESTAURANT DATA

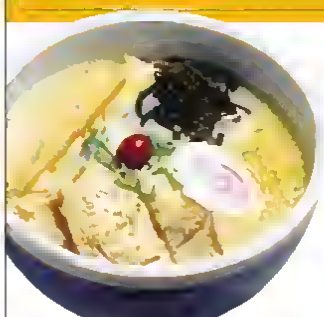
207 10th Ave.
(bet. 22th & 23rd St.)
TEL. 212-627-7777
Mon-Sat: 12pm-3:30pm
Sun: 5:30pm-midnight
Table: 57 seats
Bar: 8 seats

RAMEN DATA

Noodles Thin egg noodle **Soup** Tonkotsu and vegetable soup base or soy sauce base **Toppings** Roasted pork belly, bamboo shoot, scallion, naruto, pickled ginger **Highlights** Many interesting izakaya small plates and signature cocktails, interesting sake and shochu selections.

Ramen Santouka

ORIGINAL RAMEN FROM HOKKAIDO IS FAVORITE AMONG PATRONS OF ALL AGES



Shio Ramen $6.99

RESTAURANT DATA

595 River Road, Edgewater
NJ 07020
Mitsuwa Marketplace
Food court
Sun-Fri: 11am-7:30pm
Sat: 11am-8:30pm
TEL: 201-941-4004
www.santouka.co.jp
Table: 250 seats
Counter: 60 seats

RAMEN DATA

Noodles Medium-thin curly **Soup** Shio *Tonkotsu* (Pork) base, vegetable and seafood flavored broth **Toppings** Scallion, bamboo shoots, *kikurage* (cloud ear mushroom), *naruto*, pickled plum, roasted pork, sesame seeds **Highlights** Japanese particularly love this Shio Ramen prepared with perfectly balanced *Tonkotsu* soup.

Ramen Setagaya

NO MSG — ALL NATURAL INGREDIENTS FROM JAPAN

Shio Ramen $9.50

RESTAURANT DATA

141 1st Ave.
(bet. St. Marks & 9th St.)
TEL. 212-529-2740
www.setaga-ya.com
Sun-Thu: 12pm-3pm
4:30pm-11pm
Fri-Sat: 12pm-3pm
4:30pm-midnight
Table: 14 seats
Counter: 9 seats

RAMEN DATA

Noodles Original noodle, medium straight **Soup** Chicken stock and seafood broth from bonito, dried sardines and kelp shipped directly from Japan **Toppings** Roasted pork, boiled egg, scallion, seaweed, bamboo shoot **Highlights** Simple yet rich salt flavor. Extremely popular ramen know for lines of diners finally arrived in NY.

JAPANESE CHEF'S HOME STYLE COOKING VOL 2

NAPA CABBAGE MILLEFEUILLE WITH PORK BELLY

RECIPE COURTESY
KATSUTOSHI SAITO

In this corner, Japanese chefs share their secret recipes of home-style Japanese dishes with you

* * *

This month, *Katsutoshi Saito* of **Blue Ribbon Sushi Brooklyn** teaches us Napa Cabbage Millefeuille with Pork Belly. "The key words of my home cooking are simple and seasonal," says *chef Saito*. He chooses napa cabbage for this dish, the vegetable commonly used in Japan during cold seasons. Although he mainly uses traditional Japanese ingredients such as *kombu* (kelp) and *umeboshi* (pickled plum), his twist results in a completely original dish. Actually, the use of *umeboshi* makes a lot of difference. Its sourness and saltiness gives it a kick, and at the same time it softens the meat. Small amounts of sake and the natural moisture from napa cabbage generate a steaming effect, and all of the ingredients' flavors melt together. The elegant medley of flavors surprises even Japanese people.

Blue Ribbon Sushi Brooklyn
278 Fifth Ave., Brooklyn, New York 11215
TEL: 718-840-0408 www.blueribbonrestaurants.com

INGREDIENTS (Servings - 4)

1/2 napa cabbage
1 pound of pork belly, thin sliced
1 pack of enoki mushrooms
5-6 pieces umeboshi (pickled plum)
6"-7" long piece dried kombu (kelp)
2 ounces of sake

[Sauce A] Blend **Grated daikon radish, ponzu** (citrus based Japanese sauce) and **shichimi pepper** (Japanese assorted chili pepper). Change the amount as you like.

[Sauce B] Add **salt** and **black pepper** to season in **sesame oil**.

*All of the Japanese ingredients are sold at Japanese grocery stores. For the list of local grocery stores, see page 27

STEPS

1. Trim the stems of enoki mushrooms.
2. Soak dried *kombu* in water for about half an hour to soften.
3. Remove seeds from *umeboshi* and process it to a paste.
4. Spread *umeboshi* paste on thinly sliced pork belly **(photo A)**
5. Peel napa cabbage leaf, and make layers of *kombu*, enoki mushroom and pork on the leaves. **(photo B)**
6. Cut the napa cabbage layers 2-3 inch width.
7. Place the cut layers in a pot vertically **(photo C)**
8. Pour in sake and steam it for about 15 minutes at low to medium heat. Try not to open the lid while cooking. Serve with sauces A and B.

*A thick pot is ideal for this dish, but if you don't have that kind of pot, you can substitute with a regular pot. In that case, keep the heat low and cook a little longer.

Japanese Restaurant Guide

$35 Average price for a dinner entree and a drink (sake or wine)

Sushi Bar Available | Open for Lunch
M Tu W Day Class | Delivery
Th F Sa Su | Family Dining
Romantic Dining | Local Favorite
Vegetarian Friendly | Business Dinner

$ $25 and below

Upper West — Cafe SWISH
2953-5 Broadway (bet 115th & 116th St) — $20
212-222-3564

Upper West — Lenga
200 Columbus Ave. (bet. 69th & 70th St) — $25
212-799-9188

Upper West — Planat Sushi
380 Amsterdam Ave (bet. 78th & 79th St) — $25
212-712-2162

Upper West — Sushi A-Go-Go
1900 Broadway (bet. 63rd & 64th St.) — $22
212-724-7340

Upper West — Tomo Sushi & Seke Bar
2850 Broadway (bet. 110th & 111th St.) — $25
212-665-2916

Upper East — Amkar
1406 3rd Ave (at 80th St) — $25
212 249-5020

Upper East — East Japanese
354 E. 86th St. (bet. 1st & 2nd Ave.) — $17
212-734-5270

Upper East — Naruto Ramen
1599 3 d Ave (bet. 89th & 90th St) — $10
212-289-7803

Upper East — Oyogu
1164 1st Ave. (bet. 63rd & 64th St.) — $20
212 751-3316

Upper East — Tatan 72
1400 2nd Ave (bet. 72nd & 73rd St.) — $20
212-472-1700

Upper East — Tariyaki Boy
1640 3 rd Ave (bet. 91st & 92nd St.) — $7
212-987-7150

Upper East — Tsuki Restaurant
1410 First Ave (bet. 74th & 75th St.) — $20
212-517-6690

Upper East — Yoke
1531 York Ave (at 81st St.) — $25
212-988-5800

Midtown West — Aki Sushi
366 W. 52nd St (bet. 8th & 9th Ave.) — $25
212-262-2888

Midtown West — East 55
253 W. 55th St. (bet. Broadway & 8th Ave.) — $16
212-581-2240

Midtown West — Fuji
23 W. 56th St. (bet. Broadway & 6th Ave.) — $25
212-245-7137

Midtown West — Go Sushi
756 9th Ave. (at 51st St.) — $10
212-459-2288

Midtown West — Iroha
152 W 49th St (bet. 6th & 7th Ave.) — $20
212-336-3049

Midtown West — GO! GO! CURRY!
The Triple Crown winner of a Japanese curry contest is the one and only curry specialty restaurant in NYC. They are known for long lines of people eagerly waiting to taste their awesome curry and with 20 branches in Japan, they're popularty's exploding!
273 W. 38th St. (bet. 7th & 8th Ave) — $6.5
212-730-5555 www.gogocurryusa.com

Midtown West — Isa 56
56 W 56th St. (bet. 5th & 6th Ave.) — $20
212-707-8702

Midtown West — Kodame 49
301 W 45th St. (bet. 8th & 9th Ave.) — $20
212-582-4068

Midtown West — Kyotofu
Serving traditional Japanese desserts and cocktails with a modern twist. They crafts its artful plates using a gamut of Japanese ingredients and items made tofu prepared fresh daily. Over 30 kinds of sake and 10 shochu available. Open for lunch and late-night.
705 9th Ave (bet. 48th & 49th St.) — $25
212-974-6012 www.kyotofunyc.com

Midtown West — Menchenko-Tei
49-45 W 56th St. (bet. 5th & 6th Ave.) — $18
212-247-1506

Midtown West — Mankui-Tei
10 W 56th St. (bet. 5th & 6th Ave.) — $23
212-757-1642

Midtown West — Seppora
Enjoy your meal with friends and family at newly renovated Sapporo. We have a variety of authentic ramen noodle soups and Japanese comfort food. Reasonably priced. Sapporo offers the best value and taste. High-chairs available. Open 7 days from 11am.
152 W 49th St. (bet. 6th & 7th Ave.) — $12
212-333-4372

Midtown West — Tachigui Sobaya
732 7th Ave (bet. 48th & 49th St.) — $1
212-265-6161

Midtown West — Tariyaki Bay
855 9th Ave (bet. 57th & 58th St.) — $7
212-307-7202

Midtown West — Yoshinoya
255 W. 42nd St. (bet. 7th & 8th Ave.) — $7
212 703-1940

Midtown East — 212 Fukumatsu
212 E. 52nd St (bet. 2nd & 3rd Ave.) — $22
212-754-4640

Midtown East — Amakusa
143 E. 47th St. (bet. 3rd & Lexington Ave.) — $20
212-593-3358

Midtown East — Azues
3 E. 44th St. (bet. 5th & Madison Ave.) — $25
212-661-0001

Midtown East — Chiyoda Sushi
18 E. 41st St. (bet. 5th & Madison Ave.) — $18
212-400-6680

Midtown East — Dooya
137 E. 47th St. (bet. Lexington & 3rd Ave.) — $25
212-980-7309

Midtown East — Go Sushi
511 3rd Ave. (bet. 34th & 35th St.) — $10
212-679-1999

Midtown East — Go Sushi
982 2nd Ave. (at 52nd St.) — $10
212-593-3883

Midtown East — Ise 49
151 E. 49th St. (bet. Lexington & 3rd Ave.) — $25
212-319-8978

Midtown East — Izekaya Anyoshi
If you are looking for authentic and refreshing Izakaya style Japanese food, Anyoshi is the place to be. Homey atmosphere is perfect to relax and enjoy over 100 kind of home-style cooking. Fresh ingredients make for a varied daily menu. Open until 4am.
226 E. 53rd St. (bet. 2nd & 3rd Ave.) — $25
212-319-3940

Midtown East — Katsu-hama
11 E. 47th St. (bet. 5th & Madison Ave.) — $18
212-759-5909

Midtown East — Meachaako-Tei
131 E. 45th St. (bet. Lexington & 3rd Ave.) — $14
212-505-6606

Midtown East — Nada-Soshi
135 E. 50th St. (bet. Lexington & 3rd Ave.) — $25
212-486-2537

Midtown East — Omsjb
Omusubi is often called rice balls in English. We serve not only traditional Omusubi but also non-traditional and novelty ones. Omusubi's creative food that is fun, still healthy. Please relax and enjoy delicious Omusubi in our stylish space. Catering is available!
156 E. 45th St. (bet. Lexington & 3rd Ave.) — $9
212-922-6786 www.rcehall-omsb.com

Midtown East — Sulbi Restaurant
Subi offers Okinawan food unlike any other Japanese cuisine. Try Goya Champuru with brisket of pork, featuring goya bitter melon and slow cooked pork belly. Okinawa soba and many other Okinawan dishes. Awamori, Okinawa Spirit, available in variety.
232 E. 53rd St. (bet. 2nd & 3rd Ave.) — $25
212-935-1443

Midtown East — Sushi Time
821 2nd Ave. (bet. 43rd & 44th St.) — $25
212-983-8883

Midtown East — Tariyaki Boy
150 E. 46th St. (bet. Lexington & 3rd Ave.) — $7
212-661-5771

Midtown East — Yakiton East
210 E. 44th St. (bet. 2nd & 3rd Ave.) — $20
212-682-5075

Korea Town — Todai
11 E. 32nd St. (bet. Madison & 5th Ave.) — $25
212-725-1333

Chelsea — Ootoh Sushi
300 W. 23rd St. (bet. 7th & 8th Ave.) — $20
212-727-0886

Chelsea — Oaioh Sushi
300 W. 23rd St. (bet. 7 th & 8th Ave.) — $20
212-727-0688

Chelsea — ENNJU
20 E. 17th St. (bet. 5th & Broadway) — $10
646-336-7004

Chelsea — Izakaya Ten
207 10th Ave. (bet. 22nd & 23rd St.) — $22
212-727 7777

Chelsea — Momoye
185 7th Ave. (at 21st St.) — $20
212-989-4481

Chelsea — Nooch
143 8th Ave. (at 17th St.) — $24
212-601-9600

Chelsea — Tebeya
144 W 19th St. (bet. 6th & 7th Ave.) — $10
212-924-3335

Gramacy — Choshi
Located near Gramacy Park. Try our variety of original Sushi Rolls. Offering daily specials for lunch and dinner. Lady's Set, Combinations, Bento etc. Delivery and Take Out service available. You can enjoy various kitchen foods.
77 Irving Place (at 19th St.) — $20
212 420-4419 www.sushichoshi.com

Gramercy — Hemachi
34 E. 20th St. (bet. Broadway & Park Ave.) — $15
212-420-8808

Gramarcy — Kaiten Sushi East
366 3rd Ave. (bet. 26th & 27th St.) — $15
212-889-2328

Gramarcy — Mishima
104 Lexington Ave. (bet. 30th & 31St. St.) — $25
212-532 359n

Gramercy — Tariyaki Boy
19 Lexington Ave. (bet. 22nd & 23rd St.) — $1
212-260-4420

Gramercy — YAMA Restaurant
122 E. 17th St. (at Irving Pl.) — $20
212-475-0969

West Village — Go Sushi
3 Greenwich Ave. (at 6th Ave. & 8th St.) — $10
212-366-9272

West Village — Marumi
545 LaGuardia Pl. (bet. Bleecker & W 3rd St.) — $25
212-979-7055

West Village — Miyalu
121 W 3rd St. (Macdougal & 6th Ave.) — $20
212-477-2370

West Village — Swish Cafe
88 W. 3rd St. (bet. Sullivan & Thompson St.) — $20
212-777-8808

East Village — Ashiya
167 1st Ave. (bet. 10th & 11th St.) — $15
212-505-9348

East Village — Che-An
Serving a wide variety of tea from China, Japan and India as well as original sweets created by our pastry chef. Daily Special Set for lunch or dinner goes well with a mini sake. Traditional tea ceremony in Sa ka-do (tatami tea room) is available by reservation.
230 E. 9th St. 2nd Fl (bet. 2nd & 3rd Ave.) — $20
212-228-7038 www.chi-an.com

East Village — Chiyono
328 E. 9th St. (bet. 1st & 2nd Ave.) — $15
212-673-3984

East Village — Esashi
32 Ave. A (bet. 2nd & 3rd St.) — $25
212-505-8728

East Village — GO Restaurant
30 St. Marks Pl. (bet. 2nd & 3rd Ave.) — $18
212-254-5510

East Village — GO! GO! CURRY! Diner
Just opened on January 5th in East Village location as the collaboration with American Grill and offers specialty curry as well as diner menu in a Japanese cafe style. Sun-Thu 6:55am-11:55pm, Fri-Sat, until 2:55am. Takeout & free delivery available.
117 2nd Ave. (at 7th St.) — $6.5
212-777 1066 www.gogocurrynyc.com

Pasta Wafu
Sushi Bar

141 1st Avenue NYC 10003 (The back room of Ramen Setagaya)
Mon-Sun Dinner 5pm - 12 Midnight
Now Open for Brunch (Sat & Sun) 12-3pm
212.529.2746

Sushiden Madison Ave
19 E. 49th St. (bet. 5th & Madison Ave.)
212-758-2700
L: Mon-Fri 11:45am - 2:15pm
D: Mon-Fri & Sun 5:30pm-10pm
Closed Saturday & National Holidays

Sushiden 6th Ave.
123 W. 45th St. (bet. 6th & 7th Ave.)
212-398-2800
L: Mon-Fri 11:45am - 2:30pm
D: Mon-Sat 5:30pm-10pm
Closed Sunday & National Holidays

March **Early Dinner Special $35**
available daily until 7:30pm
choice of one from each of 3 courses

APPETIZERS

Tuna Tartare
with Italian lettuce Caesar salad

Tuna Summer Roll
spicy sauce

Tebagyo
stuffed chicken wings, teriyaki sauce
sautéed Brussels sprouts

Guacamole Shrimp Salad
soy sauce pickled cherry tomatoes

Crispy Fried Chicken Skin Salad
Tosa vinaigrette wasabi dressing

ENTRÉES

Sugiita-Yaki Black Cod
Kinzanji Miso paste

Empire Sushi Roll
five kinds of sea food

Prime Rack of Lamb
Japanese fried potatoes, moromi sauce

100% Kohe Beef Burger
char-grilled bacon and French fries

Chef's Omakase Sushi
5 nigiri pieces and 1 roll

DESSERTS

Buckwheat Tea Brulee
with chocolate ice cream

Chocolate Fondant
green tea ice cream

Almond Tofu Panna Cotta
seasonal fruits and lychee ginger sorbet

Business Hours
Tues-Turs 6-11 pm Sat 5-12 pm
Fri 6-12:00 pm Sun 5-10 pm
Closed on Mondays

212-463-8686
www.chantonyc.com
133 7th Avenue South
(bet. w10 & Charles Sts.)

CHANTO
Japanese Restaurant

East Village **Isona**

Winter Party Set ($25) comes with kimuchi hot pot with pork, sashimi, yakitori salad and much more. It's perfect for business meetings or holiday parties. A glass of sangria is on the house for female diners. Come visit us and enjoy your night!

57 Great Jones St (bet Lafayette & Bowery) $20
212-473-6458

East Village **Kura Sushi**

67 1st Ave (at 4th St) $20
212 979-6806

East Village **Kyo Ya**

94 E. 7th St (bet. 1st Ave and Ave) $25
212-982-4140

East Village **La Mia**

107 Ave A (bet 6th & 7th St.) $25
212-473-3100

East Village **May's KU E BA**

121 2nd Ave. (bet. 7th & St. Marks St.) $20
347 252-2555

East Village **Menkui-tei**

63 Cooper Sq. (bet. 7th & St. Marks Pl) $10
212-220-4152

East Village **MINCA**

536 E. 5th St (bet. Ave A & B) $15
212-505-8001

East Village **Natori**

58 St. Marks Pl (bet. 1st & 2nd Ave) $20
212 533-7711

East Village **Noodle Cafe Zen**

31 St. Marks Pl (bet. 2nd & 3rd Ave) $12
212 533-4155

East Village **OH! Toshio**

9 St. Marks Pl (bet. 2nd & 3rd Ave) $25
212-473-1300

East Village **Otafuku**

236 E. 9th St (bet. 2nd & 3rd Ave) $6
212 353-8503

East Village **Pasta Wafu**

What a hidden gem. It is located in the back room of Ramen Setagaya. This cozy romantic sake bar has a fireplace in the center. Provides Japanese style pasta dishes in reasonable prices. Sushi/Rolls are served as well. Enjoy Japanese style Pasta and Sushi delicacy.

141 1st Ave (bet. St. Marks & 9th St.) $20
212-529-2746

East Village **Rai Rai Ken**

214 E. 10th St (bet. 1st & 2nd Ave) $10
212-477-7030

East Village **Sake Bar Satsko**

202 E. 7th St (bet. B & C Ave) $25
212 614-0933

East Village **Sapporo East**

164 1st Ave (at 10th St.) $20
212 260-1330

East Village **Setagaya**

141 1st Ave. (bet. St. Marks & 9th St.) $13
212-529-2740

East Village **SOBAYA**

Making soba by hand daily from high quality buckwheat flour imported from Japan. All natural ingredients make soba a healthy meal. Try Lunch Set $15 with soba noodle style dishes and dessert. Daily special appetizers and sake select on available for dinner.

229 E 9th St (bet. 2nd & 3rd Ave.) $20
212-533-6966 www.sobaya.com

East Village **Sokekoh**

309 E. 5th St. (bet. 1st & 2nd Ave.) $20
212-254-2244

East Village **Souen Restaurant**

29 E 13th St (bet. University Pl. & 5th Ave.) $20
212-627 7150

East Village **Sushi Lounge**

132 St. Marks Pl (bet. 1st Ave & Ave A) $12
212-598-1188

East Village **Teriyaki Boy**

218 E. 10th St (bet. 1st & 2nd Ave.) $7
212-677-6058

East Village **Typhoon**

79 St. Marks Pl (bet. 1st & 2nd Ave.) $15
212-979-2680

East Village **Umaaie**

Umaaie is a Japanese comfort food restaurant in East Village with over 50 kinds of sake and shochu. All authentic Japanese homestyle dishes are prepared by the owner/chef. Try Goto Udon (udon noodles from Goto Islands of Japan). Now serving shochu desserts.

165 E 3rd St (bet. 1st & 2nd Ave.) $20
646-654-1122

East Village **Village Yokocho**

8 Stuyvesant St, 2Fl (bet. 2nd & 3rd Ave.) $20
212-505-3041

East Village **Yakiniku West**

218 E. 9th St. (bet. 2nd & 3rd Ave.) $20
212 979-0238

East Village **Yakitori Totsho**

5 St. Marks Pl (bet. 2nd & 3rd Ave.) $20
212-228-5091

East Village **ZEN**

31 St. Marks Pl (bet. 2nd & 3rd Ave.) $15
212-533-6455

Lower Mhn **Hirokos Place**

75 Thompson St (bet. Spring & Broome St.) $15
212-625-1303

Lower Mhn **Mottsu**

286 Mott St (bet. E. Houston & Prince St.) $20
212-343-6017

Lower Mhn **Souen Restaurant**

210 5th Ave (at Prince St.) $20
212-807 7421

Lower Mhn **Suteishi**

23 Peck Slip (bet. Water & Front St.) $20
212 766-2344

Lower Mhn **Teriyaki Boy**

22 Madison Lane (bet. Broadway & Nassau) $7
212-385-1568

Lower Mhn **Tokyo Lunch**

10 John St (bet. Nassau St & Broadway) $10
212-608-1384

Lower Mhn **Yoshi Restaurant**

201 E. Houston St. (Orchard & Ludlow) $18
212-539-0225

Lower Mhn **Yushi**

250 Vesey St (4 World Financial Center) $10
212-945-3085

Lower Mhn **Zutto**

77 Hudson St. (bet. Jay & Harrison St.) $20
212-233-3297

Brooklyn **Geido**

331 Flatbush Ave (dat. Park & Prospect Pl) $20
718-638-6868

Brooklyn **Iron Chef House**

92 Clark St. (bet. Henry St & Monroe Pl.) $15
718-858-8517

Umino-ie
Over 50 kinds of Sake and Shochu.
All authentic Japanese homestyle dishes are prepared by the owner/chef.
646-654-1122 7pm-1am (sun-thu) -2am (fri-sat)

A THEATRICAL DINING EXPERIENCE
KIDS WELCOME
FREE Kid's Meal Everyday*
One Free Kid's Meal with Two Adult Entrées
*Children under 12 years of age. *Lunch only until 4:00pm
VIP room & Cozy Bar are available!
OHANA HIBACHI SEAFOOD & STEAK HOUSE
500 CITY ISLAND AVE, BRONX NY 10464
TEL. 718-885-0700 ohanarestaurant@aol.com
www.ohanahibachirestaurant.com
Mon-Thu: noon-11pm, Fri: noon-midnight, Sat: 2pm-midnight, sun. 2pm-11pm
OHANA

Brooklyn **Non Sushi**
354 Graham Ave (Conselyea & Metropolitan) $10
718-302-5159

Brooklyn **Tamari Restaurant**
201 E 5th Ave (bet Un on & Berkeley) $20
718-230-5636

Queens **ARIYOSHI**
41-13 Queens Blvd (bet 41st & 42nd St) $16
718-637-8288

Queens **go wasabi**
34-02 30th Ave (at 34th St) $23
718-204-7354

Queens **go wasabi**
29-11 Douglaston Blvd (bet 235th & 32nd St) $23
718-204-0724

Queens **SUSHI ISLAND**
87-16 Queens Blvd (Elmhurst, NY 11373 $20
718-803-3333

Upstate **Mamiji**
201 Halstead Ave Harrison NY 10528 $20
914-835-1078

Upstate **Nishi**
473 Ashford Ave Ardsley NY 10502 $20
914-693-2500

Upstate **Sakura**
56 Garth Rd Scarsdale NY 10583 $15
914 723 7767

Upstate **Sakuratana NY**
326 Route 59 Central Nyack, NY 10960 $25
845-727-3939

Upstate **Tanto**
435 White Plains Rd Scarsdale NY 10583 $10
914-725-8100

Long Island **Akari**
2053 Merrick Rd Merrick, NY 11566 $20
516-378-9898

Long Island **Kurofuna**
77 Commack Rd Commack NY 11725 $17
631-499-1075

Long Island **Nagashima**
12 A-1 Jericho Tpk Jericho NY 11753 $25
516-938-0022

Long Island **Sapporo**
3285 Merrick Rd Wantagh, NY 11793 $15
516-785-3863

Long Island **Shiru of Japan**
401 Old Country Rd. Carle Place NY 11514 $25
516-997-4770

Long Island **SUSHI ICHI**
700 N Country Rd Smithtown, NY 1173 $25
631-689-3111

Long Island **TAIKO Restaurant**
15 S Village Ave Rockville Centre, NY $18
516-678-6149

Long Island **Taka Sushi**
A small hidden gem located in a strip mall in Westbury. Taka Sushi offers classic Japanese food with fresh fish, seasonal delicacies and a huge selection of premium sakes all at reasonable prices. A popular dining spot among the Japanese locals in Long Island.
921 Corman Ave Westbury NY 11590 $20
516-876-0033

Long Island **Taka Sushi**
1035 Broadway Woodmere NY 11598 $20
516-569-3606

Long Island **Yamaguchi**
63 Main St Port Washington NY 11050 $25
516-883-3500

Long Island **TORIGO**
Come and try our grilled Chilean sea bass with sankyo miso sauce
Specializing in Japanese grill and sushi. Torigo in Royal Park Long Island offers both traditional and contemporary innovative dishes
198 Jericho Tpk, Floral Park NY 11001 $20
516-352-4118 www.torigorestaurant.com

Long Island **Yuki's Palette**
611 Old Country Rd Westbury NY 11590 $25
516-334-5006

New Jersey **Asahi Japanese**
1475 Bergen Blvd Fort Lee, NJ 07024 $17
201-944-5113

New Jersey **Daimatsu**
960 Mountain Ave Mountainside NJ 07092 $25
908-233-7688

New Jersey **Hyo Batten**
2024 Center Ave Suite J&K, Fort Lee $10
201-461-5455

New Jersey **ICHIBAN**
776 Bloomfield Ave W Caldwell NJ 07006 $20
973-808 7178

New Jersey **Italian Tomato (Mitsuwa)**
595 River Rd Edgewater NJ 07020 $7
201-941-9113

New Jersey **Izakaya Don**
671 Palisade Ave. Cliffside Park, NJ 07010 $25
201-941-9400

New Jersey **Kanoko**
3985 Rt 27 & Rt 518 Princeton, NJ 08540 $15
732-821-8822

New Jersey **Komeyashi**
103 Montgomery St Jersey City NJ 07302 $25
201-433-4567

New Jersey **Pinehill**
123 Paramus Rd. Paramus NJ 07652 $20
201-843-0170

New Jersey **Sakura 46**
369 W Route 46 Cliffside Park NJ 07010 $20
201-607 1687

New Jersey **Sakurabana NJ**
43 Franklin Ave Ridgewood NJ 07450 $25
201-447-8525

New Jersey **Santohka (Mitsuwa)**
595 River Rd Edgewater NJ 07020 $10
201 941-1004

New Jersey **Sanuki Sando (Mitsuwa)**
595 River Rd Edgewater NJ 07020 $6
201 941-9113

New Jersey **Sugi**
2117 Rt 4 E Round Fort Lee NJ 07024 $25
201-461-8036

New Jersey **Tomo Sushi**
A very popular Japanese restaurant in Princeton. Tomo Sushi serves beautiful creation of sushi that satisfies the body and the soul. Menu with more than 100 items, including 7 lunch specials and variety of maki sushi makes Tomo an exciting place to dine.
236 Nassau St Princeton NJ 08540 $20
609-924-9478 www.princetontomo.com

New Jersey **Toma's Cuisine**
113 Rt 23 S Little Falls NJ 07424 $20
973-837 1117

New Jersey **UKI UKI**
417 E Broadway Ave Palisades Pk, NJ 07650 $15
201 947-8646

IZAKAYA
SAKE BAR Hagi
Conveniently located in Midtown West, Sake Bar Hagi serves a wide variety of sake and shochu at bargain prices. Watch sporting events on a large plasma TV or just spend a quality time with your friends in this homey bar
Sake Bar HAGI OPEN 7 DAYS 5:30pm-3:00am (Last Order 2:15am)
152 W. 49th St. (bet. 6th & 7th Ave.) 212-764-8549

DINNER
M - F & Sat / 5:30pm -11:30pm
Sun & Holiday / 5:30pm - 11pm
YAKITORI TORYS
248 E 52nd St New York, NY 10022 | 212-813-1800
www.torysnyc.com

Broadway
Sushi Sashimi Platter $17
Sushi Sashimi Combo for two $48
JAPANESE CUISINE SAKE BAR
SUSHI ARIYOSHI
810 Broadway (bet 11th & 12th St)
TEL 212 388 1884 OPEN 7days
12:00pm-4:30pm (Mon-Sun)
4:30pm-12:00am (Mon-Thu) 4:30pm-1:00am (Fri & Sat)
4:30pm-11:00pm (Sun)

New Jersey **Umeya**
15F Piermont Rd, Cresskill, NJ 07626 $20 M L
201-816-0511

Connecticut **Ahia**
361 Greenwich Ave Greenwich CT 06830 $25 L
203-862-9100

Connecticut **Kazu**
64 N Main St Norwalk CT 06854 $25 L
203-866-7432

Connecticut **Sakura**
680 Post Road East, Westport, CT 06880 $25 L
203-222-0802

Connecticut **Toshi Japanese**
136 Sinsabury Rd #4 Avon CT 06001 $20 L
860-677-6242

Connecticut **Wasabi Japanese**
24 S Main St Kent, CT 06757 $20 L
860-927-0048

$$ $26 - 40

Upper West **Haru**
433 Amsterdam Ave (bet. 80th &81st St.) $36
212-579-5855

Upper West **Roppangi**
434 Amsterdam Ave (at 81st St.) $35 L
212-362-6162

Upper West **Sushi Hana**
488 Amsterdam Ave (bet. 82nd & 83rd St.) $35
212-874-1078

Upper West **Tanzan**
265 Columbus Ave. (at 73rd St.) $32 L
212-580-7300

Upper West **Tokyo Pop**

Japanese tapas with a hint of French style created by Chef Minsak Nakayama. Trained in Kaiseki cooking he shows his talent for combining textures & tastes. Specialty rolls and sushi are original and eat standing. Mention Chopsticks and get a free sake carafe

2721 Broadway (bet. 104th & 105th St.) $32 L
212-932-1000

Upper West **Yuki Sushi**
656 Amsterdam Ave (at 92nd St.) $31 L
212 787-8200

Upper East **Aki Sushi**
1425 York Ave (bet. 75th & 76th St.) $30 L
212 628-6965

Upper East **Haru**
1327 3rd Ave. (at 76th St.) $38 L
212-452-1028

Upper East **Haru Sake Bar**
1329 3rd Ave. (at 76th St.) $36 L
212-452-2230

Upper East **Ichiro**
1694 2nd Ave.(bet.87th & 88th St.) $30 L
212-369-6300

Upper East **Ikenohana**
1015 Lexington Ave (bet. 72nd & 73rd St.) $30 L
212 737-6939

Upper East **Iron Sushi**
355 E. 79th St. (bet. 1st & 2nd Ave.) $29 L
212 772-7690

Upper East **Ko Sushi**
1325 2nd Ave (at 70th St.) $31 L
212 439 1676

Upper East **Ota-ya**
1572 2nd Ave. (bet. 81st & 82nd St.) $33
212 988 1186

Upper East **Paris Match**
29 E. 65th St. (bet. Madison & Park Ave.) $35 L
212-737-4400

Upper East **Poke**
343 E. 85th St. (bet. 1st & 2nd Ave.) $35 Su
212 249-0569

Upper East **Sachi**
1350 Madison Ave. (bet. 94th & 95th St.) $30
212 534-5900

Upper East **Sake Hana**
285 E 78th St. (bet. 2nd & 3rd Ave.) $30
212-327-0512

Upper East **Shabu-Shabu 70**
314 E. 70th St. (bet. 1st & 2nd Ave.) $37 L
212-861-6035

Upper East **Sushi Hana**

Upper East Side favorite Sushi Place. Enjoy city's best fish, sake and wine selections in a new modern decor. Delivery and Catering available. Open 7 days

1501 2nd Ave. (corner of 78th St.) $30 L
212 327-0512

Upper East **Sushi Seki**
1143 First Ave. (bet. 62nd & 63rd St.) $35 Su
212-371-0234

Upper East **Tanzan**
1714 2nd Ave. (at 89th St.) $32 L
212 369-3600

Upper East **Tokubei 86**
314 E 86th St. (bet. 1st & 2nd Ave.) $30
212-628-5334

Upper East **Wajima**
124 E 61st St. (bet. Lex. & Park Ave.) $30 Su L
212-813-0055

Upper East **Wasabi Lobby**
1584 2nd Ave. (at 82nd St.) $30 L
212-288-6882

Upper East **YUKA Restaurant**
1557 2nd Ave. (bet. 80th & 81st St.) $27 L
212 772 9875

Midtown West **Aquamarine**
713 2nd Ave. (bet. 38th &39th St.) $30 L
212 297 1080

Midtown West **Benihana**
47 W. 56th St. (bet. 5th & 6th Ave.) $30 L
212 581 0330

Midtown West **Hakata Grill**
230 W. 49th St. (bet. Broadway & 8th Ave.) $40 L
212 245-1020

Midtown West **Haru**
205 W. 43rd St. (bet. Broadway & 8th Ave.) $36 L
212-398-3610

Midtown West **Monster Sushi**
22 W. 46th St. (bet. 5th & 6th Ave.) $30 L
212-354-7707

Midtown West **Natsumi**
226 W 50th St. (bet. 8th & Broadway) $35 L
212-956-2311

Midtown West **Onigashima**
43-45 W. 55th St., 2nd Fl. (5th & 6th Ave) $30 L
212-541 7145

Midtown West **Pacific Echo**
242 W 56th St. (bet. Broadway & 8th Ave.) $27 L
212-265-9800

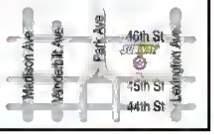
Midtown West **Soba Nippan**
19 W 52nd St. (bet. 5th & 6th Ave.) $30 L
212-489 2626

Have you already gone?
HAKATA TONTON
www.tontonnyc.com
212-242-3699 61 Grove Street New York, NY 10014 (bet. Bleecker St. & 7th Ave)

Enjoy supreme quality sushi & sashimi in our casual and relaxing atmosphere.

- Serving premium sushi and sashimi in NY for over 20 years
- Large and small parties for up to 30 people

初花 PARK
237 Park Avenue (bet. 45th & 44th St) Tel 212.661.3400
Monday - Friday 11:45am-2:45pm (Lunch)
5:30pm-10pm (Dinner)



Sake Tasting Set $15
Order the sake tasting set at dinner w/ this coupon, & get chopsticks gift!
Aburiya Kinnosuke
213 E 45th St. (Bet 2nd & 3rd Av) 212-867-5454
Lunch | M-F 11:30-2pm Dinner | 5:30-11pm (Sun - 10:30pm)

Midtown West **Soke Bar Hagi**

Conveniently located in Midtown West, Sake Bar Hagi serves a variety of local sake and shochu at the bargain prices. You can watch sporting events on a large plasma screen TV or just spend quality time with your friends in this homey bar. Open 7days until 3am

152 W 46th St (bet 6th & 7th Ave) **$30**
212-764-6543

Midtown West **Sushiya**

28 W 56th St (bet 5th & 6th Ave) **$40**
212-247-5756

Midtown East **Gya-Keku**

865 3rd Ave 2nd Fl (at 50th St) **$40**
212-702-6818

Midtown East **Haru**

280 Park Ave (at 46th St) **$30**
212-430-9580

Midtown East **Hatsuhana Park**

Casual dining experience with authentic and fresh sushi. The combination of premium seafood and rice is sure to please your appetite! A wide variety of appetizers are popular among the Japanese patrons. Enjoy a relaxing time with great food in a cozy atmosphere.

237 Park Ave (at 46th St) **$35**
212-661-3400 www.hatsuhana.com

Midtown East **Izakaya Riki**

141 E 45th St (bet 3rd & Lexington Ave) **$30**
212 545-5604

Midtown East **Megu Midtown**

846 UN Plaza (bet 1st Ave & 47th St) **$40**
212 964-7777

Midtown East **Moco**

516A 3rd Ave (bet 34th & 35th St) **$35**
212 685-3663

Midtown East **Naniwa**

4 E 45th St (bet 5th & Madison Ave) **$30**
212-370-4045

Midtown East **Shaburi**

125 E 39th St (bet Lexington & Park Ave) **$35**
212-867-6999

Midtown East **Tokyo**

342 Lexington Ave (bet 39th & 40th St) **$40**
212-697-4330

Midtown East **Tsushima**

141 E 47th St (bet Lexington & 3rd Ave) **$40**
212-207-1356

Midtown East **YAMA Restaurant**

308 E 49th St (bet 1st & 2nd Ave.) **$37**
212 355-3370

Chelsea **Aki Sushi**

124 W 36th St (bet Broadway & 7th Ave) **$30**
212-268-0081

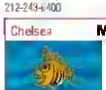
Chelsea **Iron Sushi**

440 3rd Ave (bet 30th & 31St St) **$29**
212 447-5822

Chelsea **Matsuri**

369 W16 St (bet 8th & 9th Ave) **$30**
212-243-4400

Chelsea **Monster Sushi**



Monster Sushi has operated successful sushi restaurants in NY and NJ for 10 years. Founded by Carl Waltze and On Le in 1987. Monster Sushi quickly became known as the sushi provider of choice among discriminating customers and the media

158 W 23rd St (bet 6th & 7th Ave) **$30**
212-620-8131 www.monstersushi.com

Chelsea **Mizu Sushi**

29 E 20th St (bet Broadway & Park Ave) **$34**
212-505-6888

Gramercy **15 EAST**

15 E 15th St. (Union Sq. W & 5th Ave) **$30**
212-647-0015

Gramercy **Aji Sushi**

519 3rd Ave (bet 34th & 35th St) **$26**
212-686-2055

Gramercy **Aki Sushi**

121 E 27th St (bet Lex & Park Ave. S.) **$30**
212-213-5998

Gramercy **Hana**

346 1st Ave (at 20th St) **$30**
212-599-9669

Gramercy **Haru**

220 Park Ave South (at 19th St) **$38**
646-429-0949

Gramercy **Suburi**

168 Lexington Ave (bet 30th & 31st St) **$28**
212-481 7766

Gramercy **Sushi SAMBA**

245 Park Ave South (bet 19th & 20th St) **$35**
212-475-9377

Gramercy **Sushi Sen-nin**

30 E 33rd St (bet Madison & Park Ave S) **$40**
212-889-2206

Gramercy **Sushi Twist**

66 Madison Ave (bet 27th & 28th St) **$30**
212 213-2255

Gramercy **YAKINIKU JUJU**

It's a Neighborhood Gem-Good Time at JuJu Japanese/Korean that will light up your night--Comfortable yet funky space serving good food at a VERY reasonable price. Join in the ever popular ALL YOU CAN EAT BBQ for $27 with short ribs, sirloin, pork, lamb, chicken, veal and veggies. Sun Thur. Hard to beat this price in Manhattan. Or try SHABU SHABU that stands out by its far superior quality meats and fresh vegetables

157 E 29th St (bet Lexington & 3rd Ave) **$30**
212-684-7830

West Village **Hokata Tonton**

61 Grove St (bet 7th Ave & Bleecker St) **$35**
212-242 3699

West Village **Kirara**

33 Carmine St (bet Bleecker & Bedford St) **$30**
212-741-2123

West Village **Monster Sushi**

535 Hudson St (at Charles St.) **$30**
646-336-1133

West Village **Rockmeisha**

11 Barrow St (bet W 4th St & 7th Ave.) **$35**
212-675-7775

West Village **Tomoe Sushi**

172 Thompson St (Bleecker & Houston) **$30**
212-777 9346

West Village **YAMA on Carmine St**

38-40 Carmine St (Bleecker & Bedford) **$37**
212 989-5330

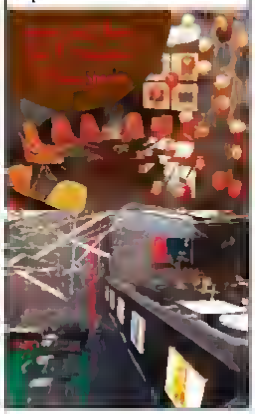
West Village **YAMA on Houston St**

52 Houston St (LaGuardia & Thompson) **$37**
212-474-0035

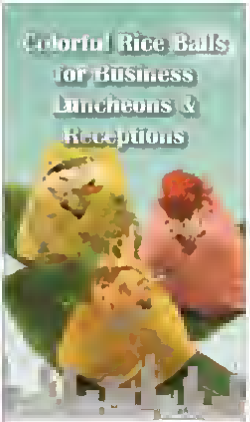
bozu

296 Grand St.
Brooklyn NY 11211
718.384.7770
www.oibozu.com

6pm-12am Mon thru Thurs, Sun
6pm-1am Fri & Sat



Colorful Rice Balls for Business Luncheons & Receptions



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OPEN ON SATURDAY AS WELL
156 E 45th St.(Lex & 3rd Ave)
TEL 212-922-9788
www.riceball-omsb.com

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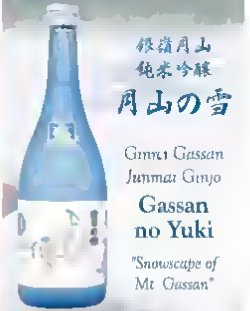
SNOW MOUNTAIN PURE WATER



Ginrei Gassan
Junmai Ginjo
Gassan no Yuki
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Gassan Sake Brewery Co., Ltd
Brand Name: Ginrei Gassan (Silver Peak of Mt. Gassan)
Trade Name: Gassan no Yuki (Snowscape of Mt. Gassan)
Exclusively Imported by Wine of Japan Import, Inc.
Tel: 973-835-8585 sake@wineofjapan.com

East Village **EBISU**
414 E 9th St. (bet. 1st Ave. & Ave. A)
212-673-9699 $30

East Village **Gyu-Kaku**
34 Cooper Sq. (bet. 6th & 4th St.)
212-475-2969 $40

East Village **Hasaki**

Servings authentic Japanese food since 1984. Our Edomae style sushi is made only by experienced sushi chefs. Try daily specials from sushi bar and kitchen. Also offering seasonal delicacies. Open Lunch Time (Wed-Fri) 12pm-3pm (Sat & Sun) 1pm-4pm
210 E. 9th St. (bet. 2nd & 3rd Ave.)
212-473-3327 myspace.com/hasakinyc/ $30

East Village **Jeponica**
100 University Pl. (at 12th St.)
212-243-7752 $40

East Village **Kanoyama**
175 2nd Ave. (at 11th St.)
212-777-5266 $35

East Village **Kasadelo**
147 E 11th St. (bet. Ave. B & C)
212-777-1582 $30

East Village **Sake Bar Decibel**
240 E. 9th St. (bet. 2nd & 3rd Ave.)
212-979-9733 $40

East Village **Shabu-Tatsu**
216 E. 10th St. (bet. 1st & 2nd Ave.)
212-477-2972 $33

East Village **Sushi Aryoshi**

Sushi Ayoshi is a hidden gem located near Union Square serving Japanese tapas & sushi. The menu includes authentic Japanese dishes as well as innovative dishes with a large selection of appetizers. A bar counter and a wide variety of sake available.
110 Broadway (bet. 11th & 12th St.)
212-388-1184 $30

East Village **Tokohachi**
85 Ave. A (bet. 5th & 6th St.)
212-505-6524 $30

Lower Mhn **EN Japanese Brasserie**

Serving traditional Japanese home style cuisine in a modern beautiful environment. Menu is based on the most fundamental building blocks of Japanese cooking we feel the atmosphere creates a grand environment that retains a remarkable amount of intimacy.
435 Hudson St. (at Leroy St.)
TEL 212-647-9188 www.enjpn.com $40

Lower Mhn **Ise Downtown**
56 Pine St. (bet. William & Pearl St.)
212-785-1600 $35

Lower Mhn **Kitchen Club**
30 Prince St. (at Mott St.)
212-274-0025 $35

Lower Mahn **Seckiko's on Clinton**

High-end yet affordable authentic/creative Japanese sushi/sake restaurant in the heart of LES with tranquil garden for outside dining. Perfect for private parties, business meetings, birthday parties and holiday events. Delivery and catering services available.
25 Clinton St (bet. E. Houston & Stanton St.)
212-253-2300 www.sachikusonclinton.com $33

Lower Mhn **Sui**
54 Spring St. (Lafayette and Mulberry)
212-965-9696 $35

Lower Mhn **Tekahachi Tribeca**
145 Duane St. (Church & W. Broadway)
212-571-1030 $36

Brooklyn **Bozu**

Japanese fusion tapas restaurant offering homemade infused Japanese spirits and more than 20 varieties of sake. Try our famous sushi bombs which are decorated round sushi. A huge heated patio available! 6pm-12am (Mon-Thu, Sun) 6pm-1am (Fri & Sat)
296 Grand St (bet. Havemeyer & Roebling)
718-384-7770 www.bozu.com $30

Brooklyn **Hibino**
333 Henry St. (Grand & Montgomery St.)
718-260-0052 $35

Brooklyn **Oseke**
272 Court St. (bet. Butler & Douglass St.)
718-643-0044 $30

Brooklyn **Sakura Cafe**
360 6th Ave. (bet. 6th & 7th Ave.)
718-832-2370 $38

Brooklyn **Tenzan**
7116 18th Ave. (at 71st St.)
718-621-3239 $32

Queens **Shira of Japan Atlas Pk**
80-40 Cooper Ave. (at 80th St.)
718-326-6704 $30

Upstate **Hejime**
267 Halstead Ave. Harrison, NY 10528
914-777-1543 $30

Upstate **Kiko House**
1121 E Washington Ave. Pearl River, NY
845-735-8885 $30

Upstate **Node**
200 Hamilton Ave. White Plains, NY 10601
914-849-0500 $40

Upstate **Tsuru**
269 N Central Ave. Hartsdale, NY 10530
914-761-0057 $30

Long Island **Benihone**
Northern Blvd.-Munsey Park, NY 11030
516-627-3400 $30

Long Island **Benikana**
920 Merchant's Concourse, Westbury, NY
516-222-1051 $30

Long Island **Bonbori**
14 Elm St. Huntington, NY 11743
631-673-0400 $40

Long Island **Inatoma Steak House**
6 5th St. Valley Stream, NY 11581
516-872-0413 $30

Long Island **Isono**
214 Jericho Tpk. Floral Park, NY 11001
516-437-4552 $30

Long Island **Kobari Restaurant**
2016 Merrick Rd. Merrick, NY 11566
516-223-3200 $30

Long Island **Koiso**
540 Westbury Ave. Carle Place, NY 11514
516-333-3434 $26

Long Island **Kura Bara**
479 New York Ave. Huntington, NY 11743
631-673-0050 $30

New Jersey **Ichiban**
414 Hackensack Ave. Hackensack, NJ 07601
201-489-0301 $30

New Jersey **Mase Suski & Grill**
81 W. Allendale Ave. Allendale, NJ 07401
201-934-6616 $30

New Jersey **Komegeski too**

Located in northern New Jersey City, Komegasi has the most gorgeous view overlooking Manhattan skyline offering exciting sushi selections. Try our Chirashi Royale. The freshest pick from chef with selection from Japan and domestic. Only 5 min. PATH from NYC!
99 Town Sq. Place, Jersey City, NJ 07310
201-533-8881 www.komegash.com $30

New Jersey **Matsuskima**
515 River Rd. Edgewater, NJ 07020
201-945-9450 $35

New Jersey **Monster Sushi**
395 Springfield Ave. Summit, NJ 07901
908-598-1100 $30

Connecticut **Fuji Garden Steak House**
215 Liberty St. Newcastuck, CT 06373
860-599-1156 $30

Connecticut **KU**
85 E. Putnam Ave. Cos Cob, CT 06807
203-422-8313 $35

$$$ $41 - 65

Upper East **Dongun**
309 E. 83rd St. (bet. 1st & 2nd Ave.)
212-737-6656 $54

Upper East **Geisha**
33 E. 61st St. (bet. Park & Madison Ave.)
212-813-1112 $61

Upper East **Sushi San-ei**
1420 3rd Ave. (bet. 80th & 81th St.)
212-249-4962 $53

Upper East **TORI SHIN**
1193 1st Ave. (bet. 64th & 65th St.)
212-888-9400 $50

Midtown West **Koi**
40 W. 40th St. (5th & 6th Ave.)
212-921-3330 $62

Midtown West **Onido**
160 E. Broadway (bet. 52nd 53rd St.)
212-247-8110 $45

Midtown West **Skimizu**
318 W. 51st St. (bet. 8th & 9th Ave.)
212-581-1581 $45

Midtown West **Sushiden**
123 W. 43th St. (bet. 6th & 7th Ave.)
212-869-2900 $57

Midtown West **Yakitori TOTTO**
251 W. 55th St. (bet. Broadway & 8th Ave.)
212-245-4555 $44

Midtown East **Aburiya Kinosuke**

It's such fun trying dishes you've never heard of at this different East Midtown Japanese where many of the delicately flavored items come off a robata grill. It's a lot like going to Tokyo, so don't expect to hear much English. (Zagat Survey 2007)
213 E. 45th St. (bet. 2nd & 3rd Ave.)
212-867-5454 $51

Midtown East **Fusha Asian Cuisine**
1065 1st Ave. (at 58th St.)
212-752-8883 $45

Midtown East **Hatsuhene**
17 E. 48th St. (bet. 5th & Madison Ave.)
212-355-3345 $50

Midtown East **Nippon**
155 E. 52nd St. (bet. Lexington & 3rd Ave.)
212-759-0226 $49

Midtown East **Restaurant SEO**
249 E. 49th St. (bet. 2nd & 3rd Ave.)
212-355-7722 $60

Midtown East **Ringe**
205 E. 45th St. (bet. 2nd & 3rd Ave.)
212-867-4200 $53

Midtown East **SAKAGURA**

Largest sake bar in the world serving over 200 varieties of sake and seasonal daily specials. Homemade soba, and lunch set of soba & rice bowl are popular. The amazing hideout is located in the basement level is perfect for couples. Private parties available.
211 E. 43rd St. 61F (bet. 2nd & 3rd Ave.)
212 953 7253 www.sakagura.com $50

Midtown East **Skinbashi**
7 E. 45th St. (bet. 5th & Madison Ave.)
212-813-1009 $50

Midtown East **Suski ANN**
37 E. 61st St. (bet. Park & Madison Ave.)
212-755-1780 $60

Midtown East **Sushidee**

Committed to the highest customer satisfaction, main taining Japanese traditional techniques and creativity for the joy of eating. With freshest ingredients delivered daily from Japan, their exclusive chefs offer the best authentic sushi experience in NYC.
19 E. 49th St. (bet. 5th & Madison Ave.)
212-759-2700 $57

Midtown East **Torys**

The sister restaurant of Yakitori Totto, Torys is the newest Yakitori spot in Midtown. Menu showcases every morsel, making each part of chicken fruitlessly seasoned and grilled to perfection. Torys offers more Okonomiyaki-inspired dishes. Open for lunch and dinner.
248 E. 52nd St. 2Fl (bet. 2nd & 3rd Ave.)
212-813-1900 www.torysnyc.com $44

Chelsea **Neko Neko**
456 W. 17th St. (at 10th Ave.)
212-929-8544 $50

Chelsea **Ono**
Gansevoort Hotel 18 9th Ave. (at 13th St.)
212-660-6766 $60

Gramercy **BUTAI**
115 E. 18th St. (bet. Park Ave. & Irving Pl.)
212-387-9885 $42

Gramercy **JAPONAIS**
111 E. 18th St. (bet. Irving Pl. & Park Ave. S.)
212-260-2020 $50

West Village **Aki**
181 W. 4th St. (bet. Barrow & Jones St.)
212-989-5440 $41

West Village **Blue Ribbon Suski**
119 Sullivan St. (bet. Prince & Spring St.)
212 343-0404 $51

West Village **CHANTO Restaurant**

CHANTO-Upscale and High end. CHANTO Upstairs is an elegant fine dining restaurant, where friends can enjoy inspiring Japanese cuisine in a trendy ambience. The CHANTO BAR on street level offers more casual food including sushi and Kobe Beef burgers ($9).
133 7th Ave. South (bet. 10th & Charles St.)
212-463-8888 www.chantonyc.com $45

West Village **Nagomi**
173 Prince St. (Thompson & Sullivan)
212-387-8230 $50

West Village **Soto**
357 S 4th Ave (Washington Pl) $45
212-414-3088

East Village **JEWEL BAKO**
239 E. 5th St. (bet. 2nd & 3rd Ave.) $50
212-979-4012

East Village **LAN**
56 3rd Ave (bet. 10th & 11th St.) $40
212-254-1958

East Village **Sumile**
154 W. 13th St (bet. 6th & 7th Ave.) $45
212-989-7698

Lower Mhn **MEGU**
52 Thomas St. (Church & W. Broadway) $50
212 964 7777

Lower Mhn **Rosanjin**
141 Duane St. (bet Church & W Broadway) $50
212 346 7941

Brooklyn **Blue Ribbon Sushi**
278 5th Ave. (bet. 1st St. & Garfield) $51
718-840-0406

Brooklyn **Zenkichi**
77 N. 6th St. (bet. Wythe Ave & Berry St.) $50
718-388-6985

Upstate **Nanase**
522 Mamaroneck Ave White Plains, NY 10605 $50
914-285-5351

Long Island **TOKU**
2014C Northern Blvd., NY 11030 $50
516-627-8858

New Jersey **KIKU**
365 Rt. 17 South, Paramus NJ 07652 $45
201-265-7200

Staten Island **Fushimi**
2110 Richmond Rd. (at Lincoln Ave.) $42
718-980-5300

$$$$ $66 or more

Upper West **Asiate**
Mandarin Oriental Hotel, 35F $84
212-805-8861

Upper West **Bar Masa**
Time Warner Ctr. 10 Columbus Cir. 4th Fl $69
212-823-9800

Upper West **Gari**
370 Columbus Ave (bet. 77th & 78th St.) $14
212-362-4816

Upper West **Masa**
Time Warner Ctr., 10 Columbus Cir. 4th Fl $446
212 823-9800

Upper East **KAI**
822 Madison Ave (bet. 68th & 69th St.) $79
212 988 7277

Upper East **Sasabune**
401 E. 73rd St. (bet. 1st & York Ave.) $80
212-249-4583

Upper East **Sushi of Gari**
402 E. 78th St. (bet. 1st & York Ave.) $70
212-517-5340

Midtown West **Koba Club**
59 W 58th St. (bet 5th and 6th Ave.) $146
212-644-5623

Midtown West **NOBU 57**
40 W 57th St. (bet. 5th & 6th Ave.) $100
212-757-3000

Midtown West **Sugiyama**
251W 55th St. (bet. Broadway & 8th Ave.) $90
212-956-0670

Midtown East **Hakubai**
The Kitano Hotel, 66 Park Ave. (at 38th St.) $66
212-885-7111

Midtown East **Ichimura**
1026 2nd Ave. (bet. 54th & 55th St.) $100
212-355-3557

Midtown East **Inagiku**
111 E. 49th St. (bet. Park & Lexington Ave.) $70
212 355-0440

Midtown East **Kuruma Sushi**
7 E. 47th St. 2nd Fl (5th & Mad son Ave) $109
212-317 2802

Chelsea **MORIMOTO**
88 10th Ave (bet 15th and 16th St.) $90
212-989-8883

West Village **Ushiwakamaru**
136 Houston St (Sullivan & MacDougal) $80
212 228-4181

Lower Mhn **NINJA**
25 Hudson St. (bet Duane & Reade St.) $70
212 274-8500

Lower Mhn **NOBU**
105 Hudson St. (at Franklin St.) $100
212 219-0500

Lower Mhn **NOBU NEXT DOOR**
105 Hudson St. (Franklin & N. Moore St.) $75
212-334-4445

CAFE

Upper West **Beard Papa's Upper W.**

We bake our special choux pastry several times daily and our secret recipe of whipped cream custard is made on the premise. You can taste the difference of our commitment to serve only the freshest cream puffs with the highest quality in every bite
2167 Broadway (at 76th St.) Cream Puffs
212 799-3770 www.mug.nobousa.com

Upper East **Choux Factory**
1665 1st Ave. (Bet.87th & 88th St.) Cream Puffs
212 289-2023

Midtown East **Cafe Zarya Midtown E.**
18 E. 41 St. (bet. 5th & Madison Ave.) Bakery
212-779-0900

Midtown East **Choux Factory**
965 1st Ave. (Bet.49th & 49th St.) Cream Puffs
212 223-0730

Midtown East **TAFU New York**

A wide selection of products including Matcha green tea loose tea leaves and tea bags various tea inspired sweets, and special gift sets of authentic Japanese tea and tea utensils. Natural ingredients free of artificial dyes, chemicals, or preservatives.
569 Lexington Ave (51st bet. 3rd & Lex.) Dessert Tea
212 980-1310 www.tafuny.com

Chelsea **Choux Factory**
316 W 23rd St (bet. 8th & 9th Ave.) Cream Puffs
212-627-4318

West Village **Beard Papas W. Village**
5 Carmine St. (bet. 6th Ave. & Bleecker St.) Cream Puffs
212-989-8855

East Village **Beard Papa's Astor Pl.**
740 Broadway (Bet. Astor & Waverly Pl.) Cream Puffs
212-353-[illegible]

East Village **Cafe Zarya East Village**
64 Cooper Sq. (at St. Marks St.) Bakery
212-253-0700

TAFU
NEW YORK
Premium Japanese Tea and Sweets
569 Lexington Avenue-New York, NY10022
DOUBLE TREE METROPOLITAN HOTEL 1F
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Green tea Chocolate Strawberry Caramel Earlgrey tea Coffee Eclair
beard papa's
fresh'n natural cream puffs
New York Los Angeles Honolulu San Francisco Boston New Jersey
www.beardpapas.com

East Village **Cecel Cafe Crepe** — Crepe
135 1st Ave (bet St Marks & 9th St) 212-460-5102

East Village **Gateaux Bakery** — Bakery
494 Kinderkamack Rd Rivervale NJ 07661 201-634-1131

East Village **PANYA** — Bakery
10 Stuyvesant St (bet 2nd & 3rd Ave) 212-777-1930

Lower Mhn **Rhaon Cafe** — Cafe
189 Spring St (Sullivan & Thompson St) 212-966-7040

Lower Mhn **Tasty Natural Desserts** — Dessert Bar
150 Centre St (nr Walker St) 212-219-8188

New Jersey **Parisienne** — Bakery
250 Main St Fort Lee NJ 07024 201-592-8878

KARAOKE

Upper East **Iggy's** — no charge
1452 2nd Ave (bet. 75th & 76th St.) 212-327-3043

Midtown East **Japas 27** — $8/h /person
36E 3rd Ave (bet. 26th & 27th St) 212-689-2328

Midtown East **Japas 38** — $8/h /person
9 E. 38th St (bet 5th & Madison Ave) 212-679-4040

Midtown East **Japas 55** — $8 /person
253 W. 55th St. 2nd Fl (bet 8 way & 9th Ave) 212-765-1210

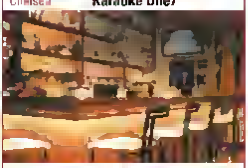
Midtown East **Duet 48**

A grand size karaoke spot with 16 spacious and comfortable private rooms. Sing your heart out with a big flat panel screen and over 100,000 songs to choose from. Japanese sake and shochu available. Get a free drink during the grand open ng campaign!
304 E 48th St (at 2nd Ave) 212-753-0030/0031 www.karaokeduet.com — $4/h per person

Midtown East **Karaoke Top Tunes** — $2/song
303 305 E 53rd St (bet 1st & 2nd Ave) 212-758-3818

Koreo Town **Karaoke Duet 35** — $4/h /person
53 W 35th St 2nd Fl (bet 5th & 6th Ave) 646-473-0828

Chelsea **Karaoke One7**



Karaoke One7 offers the city's largest song selection of over 60,000 in 13 different languages and new songs are added monthly. Sing at the bar for $2 per song or sing with your friends in a room equipped with a Hi-Fi sound plasma TV. Wide variety of drinks available from the bar. Drinks are half price during Happy Hour (2pm-7pm) with some restrictions. Open 7 days from 2pm to 4am. Large party rooms are liable. Call for reservations
28 W 17th St (bet 5 & 6Ave) 212 675-3527 www.karaoke17.com — $2/song

East Village **Sing Sing (Ave A)**

SING SING KARAOKE AVENUE A

Among the newest and freshest restaurants on Avenue A, Sing Sing offers a bar lounge and 15 private rooms for karaoke. It is a perfect place for get-together with friends after dinner. Large party rooms are available for up to 30 people. OPEN 7 DAYS
51 Avenue A (bet. 5th & 6th St.) 212-674-0700 www.karaokesingsing.com — $7/h per person

East Village **Sing Sing (St. Marks)**

SING SING KARAOKE ST. MARKS

Conveniently located on St. Marks Strait in the heart of East Village. Sing Sing is a Karaoke lounge with 16 Private Rooms. This brand new lounge is a great spot for young adults who love to sing. OPEN 7 DAYS 1:00PM-4:00AM Party@karaokesingsing.com
9 St. Marks Pl 2nd Fl (bet 2nd & 3rd Ave) 212 387 7800 www.karaokesingsing.com — $7/h per person

kyotofu 京とうふ
705 Ninth Ave (bet. 48th & 49th St.)
212-974-6012 www.kyotofuny.com
Catering / Online order available

GRAND OPENING

GRAND OPENING CAMPAIGN (until 2/29)
1 FREE DRINK per customer

★16 private rooms to accommodate a wide variety of parties
★Relaxing atmosphere with a flat panel TV in each room ★Over 100,000 songs
★VIP room for parties of up to 28 people available
★Serving Japanese snacks, sake & shochu

DUET 304 E 48th St (at 2nd Ave) 212-753-0030/0031 www.karaokeduet.com
2pm-4am (Mon-Thu) 2pm-6am (Fri) 1pm-6am (Sat) 1pm-4am (Sun)

Other Asian Restaurant Guide

$35 Average price for a dinner entree and a drink (sake or wine)

Sushi Bar Available
Open for Lunch
M Tu W Day Close
Delivery
Th F Sa Su
Family Dining
Romantic Dining
Local Favorite
Vegetarian Friendly
Business Dinner

$ $25 and below

CHINESE

Upper West **Hunan Park** — $23
235 Columbus Ave (bet 70th & 71st St) 212-724-4411

Upper West **Ivy's Cafe** — $23
154 W 72nd St (Broadway & Columbus Ave) 212-787-3333

Upper West **Ollie's** — $21
2957 Broadway (at 116th St) 212-932-3300

Upper East **Hunan Balcony** — $19
1650 3rd Ave (bet 92nd & 93rd St) 212-517-2008

Upper East **Lilis Noodle & Grill** — $22
1500 3rd Ave (bet. 84th & 85th St) 212-639-1313

Midtown West **Grand Sichuan** — $15
745 9th Ave (at 50th & 51st St) 212-582-2228

Midtown West **Joe's Shanghai** — $20
24 W 56th St (bet. 5th & 6th Ave) 212-333-3868

Midtown West **Ollie's** — $15
200 W 44th St (bet. 7th and 8th Ave) 212-921-5588

Midtown West **Tang's Pavilion** — $20
65 W. 55th St (bet. 5th & 6th Ave) 212-956-5566

Midtown West **Wu Liang Ye** — $25
36 W 48th St (bet. 5th & 6th Ave) 212-356-2308

Midtown West **Dynasty Suag** — $20
511 Lexington Ave (at 48th St) 212-359-1200

Midtown East **Grand Sichaan** — $23
1048 2nd Ave (bet. 56th & 57th St) 212-355-5955

Midtown East **Mee Noodle Shop** — $15
922 2nd Ave (at 49th St) 212-888-0027

Chelsea **Grand Sichaan** — $23
227 Lexington Ave. (bet 33 d & 34th St) 212-679-3770

Chelsea **Grand Sichaan** — $23
229 8th Ave (at 24th St) 212-620-5200

West Village **Empire Szechaan** — $15
173 7th Ave. S (nr Perry St) 212-243-5046

Lower Mhn **Dim Sum Go Go** — $15
5 E Broadway (bet. Cather ne & Oliver St) 212-732-0797

Lower Mhn **Golden Unicorn** — $15
18 E Broadway (Division & Catherine St) 212-941-0811

Lower Mhn **Jing Fong** — $15
20 Elizabeth St (bet. Bayard & Canal St) 212-964-5256

Lower Mhn **Joe's Ginger** — $15
25 Pell St (at Doyers St) 212-285-0333

Lower Mhn **Joe's Shanghai** — $15
9 Pell St (bet Bowery & Mott St.) 212-233-8794

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Lower Manhattan
Lin's Dumpling House
28 Bowery (at Bayard St.)
212-349-0523
$10

Lower Manhattan
Meadenin Court
61 Mott St. (bet. Bayard & Canal St.)
212-[illegible]
$15

Brooklyn
Faen
209 Smith St. (bet. Baltic & Butler St.)
718-694-2277
$15

KOREAN

Korean Town
Sook chang dong
34 W. 32nd St. (bet. 5th Ave. & Broadway)
212-736-3002
$15

Korean Town
Don's Bogam
17 E. 32nd St. (bet. 5th & Madison Ave.)
212-683-2200
$25

Korean Town
Franchia
12 Park Ave. (bet. 34th & 35th St.)
212-213-1001
$25

Korean Town
Gem Mee Dk
43 W. 32nd St. (bet. 5th Ave. & Broadway)
212-695-4113
$15

Korean Town
HAN BAT
53 W. 35th St. (bet. 5th & 6th Ave.)
212-725-5588
$15

Korean Town
HANGAWI
12 E. 32nd St. (bet. 5th & Madison Ave.)
212-213-0077
$20

Korean Town
Hyo Dong Gak
51 W. 35th St. (bet. 5th & 6th Ave.)
212-[illegible]7167
$15

Korean Town
Komtang House
32 W. 32nd St. (bet. 5th Ave. & Broadway)
212-[illegible]
$15

Korean Town
Kum Gang San
49 W. 32nd St. (bet. 5th Ave. & Broadway)
212-967-0909
$20

Korean Town
Kunjip Restaurant
9 W. 32nd St. (bet. 5th Ave. & Broadway)
212-216-9467
$15

Korean Town
Seoul Garden
34 W. 32nd St. (bet. 5th Ave. & Broadway)
212-736-9002
$15

Korean Town
Shilla
37 W. 32nd St. (bet. 5th Ave. & Broadway)
212-967-1900
$25

Korean Town
Won Jo
23 W. 32nd St. (bet. 5th Ave. & Broadway)
212-685-5115
$20

Korean Town
Woo Chon
10 W. 36th St. (bet. 5th & 6th Ave.)
212-695-0676
$20

West Village
Penang Gumey Drive
541 La Guardia Pl. (W. 3rd & Bleecker)
212-477-0600
$20

East Village
Bon Jou
107 1st Ave. (bet. 6th & 7th St.)
212-505-7374
$20

East Village
Dok Suni's
113 1st Ave. (bet. 7th St. & St. Marks Pl.)
212-477-3506
$15

East Village
Sura
109 E. 4th St. (bet. 3rd & 4th Ave.)
212-982-6380
$25

Lower Manhattan
Kun
253 Church St. (bet. Leonard & Franklin St.)
212-334-0909
$15

Lower [illegible]
Li Hue
171 Grand St. (bet. Centre & Baxter St.)
212-343-0060
$12

Brooklyn
Dokebi
159 Grand St. (bet. Bedford and Driggs Ave.)
718-782-1424
$20

Upstate
Kolbi House
291 Central Ave. White Plains, NY 10606
914-328-0251
$20

New Jersey
Gem Mee Ok
485 Main St. Fort Lee, NJ 07024
201-242-1333
$12

THAI

Upper West
Lemongrass Grill
2534 Broadway (at 95th St.)
212-666-0088
$22

Upper East
Jasmine
1613 2nd Ave. (at 84th St.)
212-517-3854
$25

Upper East
Sa-Woy
1479 1st Ave. (at 77th St.)
212-744-6374
$20

Upper East
Spice
1411 2nd Ave. (bet. 73rd & 74th St.)
212-988-5348
$25

Midtown West
Chanpen Thai
781 9th Ave. (at 51st St.)
212-580-6808
$20

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360 W. 46th St. (bet. 8th & 9th Ave.) $15
212-541-5943 www.bangkokhousenyc.com

Midtown West
Pongsri Thai
244 W. 48th St. (bet. Broadway & 8th Ave.) $20
212-582-3392

Midtown West
Topaz Thai
127 W. 56th St. (bet. 6th & 7th Ave.) $15
212-957-8020

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212-956-0639 www.yumyum3.com

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650 9th Ave. (bet. 45th & 46th St.) $15
212-262-7244 www.yumbangkoknyc.com

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212.685.3663

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tel: 212-262-7244
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212-349-3132
Gramercy Park
311 2nd Ave. (Corner of 18th St.)
212-477-2727
Chelsea
165 W. 23rd St. (bet. 6th & 7th Ave.)
212-645-8808
Theater District
244 W. 48th St. (Bet. 8th Ave. & Broadway)
212-582-3392

Chelsea **Lemongrass Grill**
136 E 34th St (bet. Lexington & 3rd Ave.)
212-213-3317 $22

Chelsea **Pad Thai**
114 8th Ave. (bet. 15th & 16th St.)
212-691-6226 $20

Chelsea **Pongsri Chelsea**
125 W 23rd St. (bet. 6th & 7th Ave.)
212-645-8808 $20

Chelsea **Pongsri Thai**
317 2nd Ave (at 18th St)
212-477-2727 $20

Chelsea **Regional Thai**
206 7th Ave (bet. 21St & 22nd St.)
212-807-9672 $15

Chelsea **Royal Siam**
240 8th Ave. (bet. 22nd & 23rd St.)
212-741-4732 $15

West Village **Galanga**
149 W 4th St (bet. Macdougal & 6th.)
212-228-4287 $15

West Village **Lemongrass Grill**
1 E. 13th St (bet. 5th Ave. & Univers ty Pl.)
212-242-0606 $22

East Village **Holy Basil**
148 2nd Ave (Eat 9th & 10th St)
212-460-5557 $15

East Village **Klong**
7 St. Marks Pl (bet. 2nd & 3rd Ave.)
212-505-9555 $20

East Village **SEA**
75 2nd Ave (bet. 4th & 5th St.)
212-228-5405 $15

East Village **Spice**
60 Un versity Pl (bet. 10th & 11th St.)
212-802-3758 $15

Lower Mhn **Kin Khao**
171 Spring St (Thompson & W. Bway)
212-966-3939 $25

Lowe. Mhn **Peep**
177 Prince St. (bet. Sullivan & Thompson St.)
212-254-7337 $25

Brooklyn **Lily Thai**
615 Grand St. (bet. Leonard & Lorimer St.)
718-218-7522 $10

Brooklyn **SEA**
114 N. 6th St. (at Berry St.)
718-964-7850 $24

Brooklyn **Tuh Tuk**
204 Sm th St. (bet. Baltic & Butler St.)
718-222-5598 $12

VIETNAMESE

Upper West **Saigon Grill**
520 Amsterdam Ave. (at 90th St.)
212-875-0072 $21

Upper East **Asie Grill**
1239 2nd Ave (at 65th St.)
212-753-9818 $20

Upper East **Boonthai**
1393A 2nd Ave (bet. 72nd & 73rd St.)
212-249-8484 $12

Upper East **Vermicelli**
1462 2nd Ave. (bet. 77th & 78th St.)
212-288-8868 $20

Koreatown **PHO32**
2 W 32nd St. (bet. 5th Ave. & Broadway)
212-695-0888 $15

Chelsea **Lannam**
393 3rd Ave. (bet. 27th & 28th St.)
212-686-5168 $15

Chelsea **O Mai**
50 9th Ave. (bet. 15th & 20th St.)
212-633-0550 $20

West Village **Saigon Grill**
51 University Pl (bet. 11th & 12th St.)
212-572-8891 $21

Lower Mhn **HOIAN**
135 W Broadway (bet. Thomas & Duane St.)
212-233-1333 $15

Lowe. Mhn **Nam**
110 Reade St (Church & W. Broadway)
212-267-1777 $25

Lowe. Mhn **Nha Trang**
87 Baxter St (bet. Bayard & Canal St.)
212-233-5448 $15

Lowe. Mhn **Pho Tu Oo**
116 Bowery St (bet. Hester & Grand St.)
212-966-2905 $15

Lowe. Mhn **Viet Cafe**
345 Greenwich St (bet Harrison and Jay St.)
212 431-5888 $25

OTHER

Midtown West **Blue Ckili**
251 W 51st St (bet. 8th & Broadway)
212-489-5237 $20

Midtown West **VYNL**
754 9th Ave. (bet 50th and 51th St.)
212-974-2003 $25

Midtown West **Zen Palate**
663 9th Ave (at 48th St.)
212-582-1669 $25

Chelsea **Planet Thailand 212**
30 W 24th St (bet. 5th & 6th Ave.)
212 727 7026 $25

Chelsea **Rice on Lexington Ave**
115 Lexington Ave (at 27th St.)
212-696-5400 $15

Chelsea **Vela**
55 W 21st St (bet. 5th & 6th Ave.)
212-675-4007 $20

West Village **Cafe Asean**
117 W 10th St (Greenwich & 6th Ave.)
212-633-0345 $22

East Village **Freedhouse**
99 3rd Ave (bet 12th & 13th St.)
212 388 1638 $15

East Village **Lannam**
121 Un versity Pl (at 13th St.)
212-420-1173 $20

East Village **MA*YA**
234 E 4th St (bet. Ave A & B)
646-313 1969 $20

East Village **Shiki Kitchen**
135 1st Ave (bet. 9th & St. Marks Pl.)
212-614-1605 $29

Lower Mhn **Franklin Station Cafe**
222 W. Broadway (bet Franklin & White St.)
212-274-0525 $10

Lowe. Mhn **Kampuchea Noodle Bar**
78 Pe ryngton St (at Allen St.)
212-625-3001 $25

Lower Mhn **Rice**
232 Elizabeth St. (Houston & Prince)
212 226-5775 $12

Brooklyn **Chai Home Kitchen**
124 N. 6th St (at Berry St.)
718-599-5668 $16

Brooklyn **Planet Thailand**
133 N. 7th St. (bet. Bedford Ave. & Berry St.)
718-599-5758 $29

Brooklyn **Rice**
166 DeKalb Ave (at Cumberland St.)
718-858-2700 $19

Brooklyn **Rice**
81 Washington St (bet. Front & York St.)
718-222-9898 $19

New Jersey **Bistro En**
252 Degraw Ave Teaneck, NJ 07666
201-692-0700 $25

$$ $25 - 40

CHINESE

Upper East **Cafe Evergreen**
1292 1st Ave (Bet. 69th & 70th St.)
212-744-3288 $30

Upper East **Ou Place Cuisines**
1444 3rd Ave (bet. 81st & 82nd St.)
212-288-4788 $32

Upper East **Pig Heaven**
1540 2nd Ave (bet. 80th & 81st St.)
212-744-4333 $32

Upper East **Shanghai Pavilion**
1378 3rd Ave (bet. 76th & 78th St.)
212-585-3388 $37

Upper East **Wu Liang Ye**
215 E. 96th St (bet 2nd & 3rd Ave.)
212-534-0058 $29

Midtown **Our Place Shanghai**
141 E. 55th St (bet. Lexington & 3rd Ave.)
212-753-3600 $30

Peking Ouck House

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236 E. 53rd St (bet 2nd & 3rd Ave.)
212-759-1200 $33

Midtown East **Tse Yang Restaurant**
34 E. 51st St. (bet. Park & Madison Ave.)
212-688-5447 $40

Chelsea **Bright Food Shop**
216-218 8th Ave (at 21St St.)
212-243-4433 $26

Chelsea **Wakiya**
2 Lexington Ave (at 21st St)
212-995-1330 $40

West Village **Chow Bar**
230 W. 4th St (W. 10 & Christopher St.)
212-633-2212 $38

KOREAN

Midtown East **Korea Palace**
127 E 54th St (Bet. Park & Lexington Ave.)
212-832-2350 $35

Koreatown **Kang Suk**
1250 Broadway (at 33rd St.)
212-564-5845 $30

West Village **Da Hwa**
55 Carmine St (at Bedford St.)
212-414-1224 $39

THAI

Upper West **Land**
450 Amsterdam Ave (bet. 81st & 82nd St.)
212-501-8121 $26

Midtown West **Chat Home Kitchen**
630 8th Ave.
212 707-8779 $30

Chelsea **Jaya Thai**
396 3rd Ave (bet 28th & 29th St.)
212-685-1330 $28

VIETNAMESE

Midtown East **Bo**
240 E 44th St (bet. 2nd & 3rd Ave.)
212-681-6541 $40

Chelsea **Boo Noodles**
391 2nd Ave (bet. 22nd & 23rd St.)
212 725-7770 $26

Lowe. Mhn **Mai House**
186 Franklin St. (Greenwich and Hudson)
212-431-0606 $35

OTHER

Upper West **Hispanola**
639 W 181st St (at Cabrini Blvd.)
212 740-5222 $39

Upper West **Panang**
240 Columbus Ave (bet. 71st & 72nd St.)
212 769-3699 $30

Upper West **Rain**
100 W82nd St (Amsterdam & Columbus)
212-501-0776 $40

Upper East **Gobo**
1426 3rd Ave (at 81st St.)
212-288-5055 $31

Midtown West **Rue 57**
60 W 57th St. (at 5th Ave.)
212-307 5959 $40

West Village **Gobo**
401 6th Ave (bet. 8th & Waverly St.)
212 255-3242 $31

East Village **Lucky Chonge**
24 1st Ave (bet. 1st & 2nd St.) $40

East Village **O G.**
507 E 6th St (bet. Ave A & B)
212-477-4645 $30

Lowe. Mhn **CHUBO**
6 Clinton St (bet E. Houston & Stanton St.)
212-674-6300 $40

New Jersey **AOZORA Restaurant**
407 Bloomfield Ave Montclair, NJ 07042
973-233-9400 $38

$$$ $41 - 65

CHINESE

Upper West **Shun Lee West**
43 W65 St (Columbus & Central Pk W.)
212 595-8895 $52

Upper East — **Philippe**
33 E 60th St (bet. Madison & Park Ave.) — $60
212-644-8885

Midtown West — **China Grill**
CBS Building 60 W 53rd St. (at 6th Ave.) — $65
212-333-7788

Midtown West — **Ruby Foo's Times Sq**
1626 Broadway (bet. 49th & 50th St.) — $41
212-489-5600

Midtown East — **Cham Chinese Cuisine**
160 E. 48th St. (bet. Lexington & 3rd Ave.) — $44
212-371-2323

Midtown East — **Chin Chin**
216 E. 49th St. (bet. 2nd & 3rd Ave.) — $46
212-888-4555

Midtown East — **Shun Lee Palace**
155 E. 55th St. (bet. Lexington & 3rd Ave.) — $52
212-371-8844

Lower Mhtn — **Mr. Chow Tribeca**
121 Hudson St. (at N. Moore St.) — $60
212-965-9500

KOREAN

Lower Mhtn — **Won Lae Oak**
148 Mercer St. (bet. E. Houston & Prince St.) — $50
212-925-8200

THAI

Lower Mhtn — **Kittichai**
60 Thompson St. (bet. Broome & Spring) — $60
212-219-2000

VIETNAMESE

Midtown East — **Le Colonial**
149 E. 57th St. (bet. Lexington & 3rd Ave.) — $50
212-752-0808

OTHER

Upper West — **Ruby's Foo's Uptown**
2182 Broadway (bet. 77th & 78th St.) — $41
212-924-1700

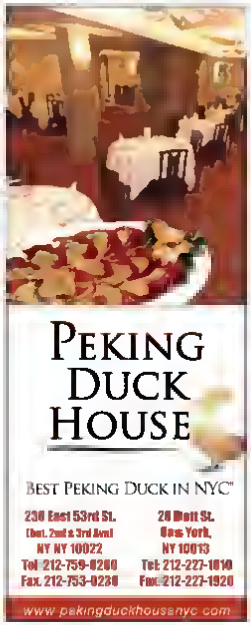
Midtown East — **Aja Asian Bistro**
1063 1st Ave. (bet. 58th & 59th St.) — $43
212-888-9002

Midtown East — **Asia De Cuba**
237 Madison Ave. (bet. 37th & 38th St.) — $50
212-726-7755

$$$$ $66 or more

CHINESE

Midtown — **MR K's**
570 Lexington Ave. (at 51st St.) — $75
212-583-1368



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Grocery & Sake Guide

The following is a list of stores where you can buy Japanese food and sake!

GROCERY

JAS Mart 1
2647 Broadway (bet. 110th & 111th St.) — Japanese
212-866-4780

M2M B way & 114th
2935 Broadway (bet. 114th & 115th St.) — Japanese
212-280-4900

47St Japanese Deli
143 E 47th St (bet Lexington & 3rd Ave.) — Japanese
212-813-0675

Katagiri & Co. Inc
224 E 59th St. (bet. 2nd & 3rd Ave.) — Japanese
212-755-3566

Yagura
24 E 41st St. (bet. 5th & Madison Ave.) — Japanese
212-679-3777

Hon Ah Kaum
25 W 32nd St (bet. Broadway & 5th Ave) — Korean
212-695-3283

Woorijip
12 W 32nd St. (bet. 5th Ave. & Broadway) — Korean
212-244-1115

CHEZ NOAH
600 Washington St. (bet Morton & Leroy) — Japanese
212-675-4294

JAS Mart 2
35 St. Marks Pl. (bet. 2nd & 3rd Ave.) — Japanese
212-420-6370

JAS Mart 3
34 E 23 d St. (bet. Park & Madison Ave.) — Japanese
212-387-8882

M2M E. Village
200 E 11th St. (at 3rd Ave.) — Japanese
212-353-2698

Sunrise Mart
4 Stuyvesant St. 2nd Fl. (3rd Ave. & 9th St.) — Japanese
212-598-3040

Pearl River Mart
477 Broadway (Grand St. & Broom St.) — Chinese
800-878-2440

Sunrise Mart, SoHo
494 Broome St. (W Broadway & Wooster) — Japanese
212-219-0033

Tonjin Mart
91 Mulberry St. (bet. Canal & Bayard St.) — Japanese
212-362-4822

Tonjin Mart
8816 Fort Hamilton Pkwy (at 88th & 99th St.) — Japanese
718-238-0373

Family Market
29-15 Broadway (bet. 29th & 30th St.) — Japanese
718-956-7925

Sakura-ya
73-05 Austin St. (bet. Aspen Ave. & 73rd Rd.) — Japanese
718-268-7220

Asian Market
91 Delaware Ave. Albany NY 12206 — Chinese
518-458-8186

DAIDO
522 Mamaroneck Ave. White Plains NY — Japanese
914-683-6736

DS Seafood
14-16 North Central Ave. Hartsdale NY 10530 — Japanese
914-946-9065

Fuji Mart Corp. Scarsdale
816 White Plains Rd. Scarsdale NY 10583 — Japanese
914-472-1485

Kam Sen Foods, LLC
22 Barker Ave. White Plains NY 10601 — Japanese
914-428-4500

NIJIYA Market
18 N. Central Ave. Hartsdale NY 10530 — Japanese
914-549-2176

Oishinba
263 Halstead Ave. Harrison NY 10528 — Japanese
914-835-4380

Naro Japanese Foods
186A Main St. Port Washington NY 11050 — Japanese
516-883-1837

Shin Nippon Do
63 Manhasset Ave. Port Washington NY 11577 — Japanese
516-625-1814

OAIOO
1365 19th St. Fort Lee NJ 07024 — Japanese
201-944-0020

Family Market NJ
10 Franklin Tpk. Waldwick, NJ 07463 — Japanese
201-444-5133

Mitsuwa Marketplace
595 River Rd. Edgewater NJ 07020 — Japanese
201-941-9113

Ridgewood Fisheries
30 Prospect St. Ridgewood NJ 07450 — Japanese
201-670-0882

Fuji Mart
1212 E. Putnum Ave. Riverside CT 06878 — Japanese
203-698-2107

J-Mart
15 Orange St. New Haven CT 06510 — Korean
203-782-1234

Cherry Mart
349R Newbury St. Boston MA 02115 — Japanese
617-437-1935

Kotobukiya
1815 Massachusetts Ave. Cambridge MA — Japanese
617-354-6914

Yoshinoya
36 Prospect St. Cambridge MA 02139 — Japanese
617-491-4221

Maido
36 N. Narberth Ave. Narberth PA 19072 — Japanese
610-747-0557

LIQUOR

Gotham Wines & Liquors
2517 Broadway (bet. 93rd & 94th St.) — Sake
212-932-0530

Nancy's Wine
313 Columbus Ave. (bet. 74th & 75th St.) — Sake
212-877-4040

Garnet Wine
929 Lexington Ave. (bet. 68th & 69th St.) — Sake
212-772-9211

Mister Wright
1593 3rd Ave. (bet. 89th & 90th St.) — Sake
212-722-4504

Ambassador Wine
1020 2nd Ave. (at 54th St.) — Sake
212-421-5076

Landmark wine
157 W. 23rd St. (6th & 7th Ave.) — Sake, Shochu
212-242-2323

Union SQ Wine
140 5th Ave. (at 19th St.) — Sake, Shochu
212-675-8100

LEDU WINES
600 Washington St. (at Leroy St.) — Sake
212-924-4359

Astor Wine
399 Lafayette St. (at 4th St.) — Sake
212-674-7521

MJK liquor
161 3rd Ave. (bet. 15th & 16th St.) — Sake
212-475-8188

Sakaya
324 E. 9th St. (bet. 1st and 2nd Ave.) — Sake
212-505-7253

Warehouse Wines
735 Broadway (at W.8th St.) — Sake
212-982-7770

Granyette Wine
151 Grand St. (bet. Crosby & Lafayette St) — Sake
212-925-1238

New York Wine EX
9 Broadway (bet. Morris & Battery Pl.) — Sake
212-422-2222

September Wines L.E.S.
100 Stanton St. (at Ludlow St.) — Sake
212-388-0770

Heights Chateau
123 Atlantic Ave. Brooklyn, NY 11201 — Sake
718-330-0963

Smith and Vine
268 Smith St. (bet. Douglass & Degraw) — Sake
718-243-2664

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12 N. Central Ave. Hartsdale, NY 10530 — Sake/Shochu
914-549-5900

JAPANESE WHOLESALER

Central Book U.S.A., Ltd
55-30 48th Street Maspeth, NY 11378 — Food
718-729-8996

Oaiei Trading Co., Inc.
14-50 128th St. College Point, NY 11356 — Food
718-539-8100

JFC International Inc
40 Varick Ave. Brooklyn, NY 11237 — Food, Sake
718-456-8805

Nishimoto Trading Co.
602 Washington Ave. Carlstadt, NJ 07072 — Food, Sake
201-804-1800

NY Mutual Trading Inc.
25 Kinderkamack Rd. Moonachie, NJ 07074 — Food, Sake
201-933-9555

Wine of Japan Import
235 W. Parkway Pompton Plains NJ 07444 — Sake
973-835-7585

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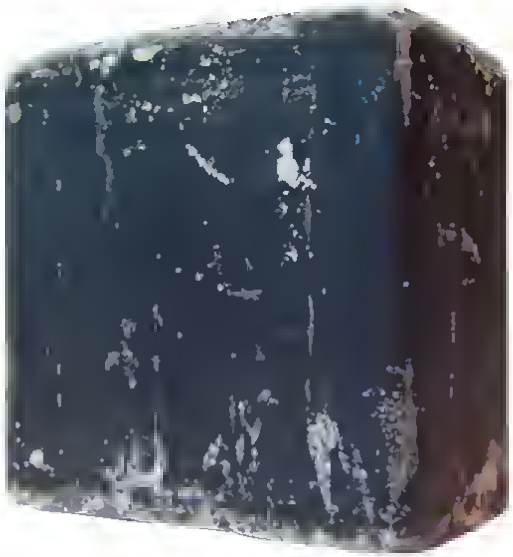
BUYING JAPAN: INCREDIBLE AND UNKNOWN PRODUCTS – VOL 1 –

SUMI SOAP

BY *NOBI NAKANISHI*



It's silky and smooth to the touch - just like any soap I and the smaller bars are easier to handle. Best if used with water of course.

Soap comes wrapped and yes, it is in Japanese. Don't think you'll be able to memorize the wrapper? Bring your copy of *Chopsticks New York* to the store, or ask for assistance.

Definitely not your ordinary soap. The microscopic charcoal absorbs impurities from everything it touches. Ever notice the coating that usually forms at the bottom of your soap holder? In this instance, it's probably good for you (but don't eat it.)

Every month, *Chopsticks New York* will profile one unique Japanese product that may not immediately come to mind when you're putting your shopping list together. This month, we're showing off a unique soap called **Sumi soap**. You might ask, what could so special about soap? Well, this one cleans your pores. To that you may answer, so what, my regular soap cleans my pores. And to that, I would counter – ah, fine, but with the use of charcoal?

That's right – 'Sumi', means charcoal in Japanese, and I hope that after the momentary 'What?', that goes through your head (and perhaps out your mouth), you'll keep reading. But WAIT, don't run to your fireplace or barbecue grill and pull out a piece of charcoal and rub it all over your face (although if you do, please feel free to send us a photo afterwards). Sumi soap is undeniably one of the most innovative ways to cleanse and purify.

Japanese Sumi – charcoal that comes from hardwood that is fired in clay kilns at temperatures up to 1000 degrees Fahrenheit for several days – has incredible micro absorbent properties. It has been used in various applications, from water purification to air ionization, so why not try it for the skin? It draws out impurities from your pores, eliminates excess oils, and even cleans the water that you use to rinse your face.

To the touch, Sumi soap is like any other bar of soap – the charcoal is blended into natural oils and conditioners to form it. But once in action, the sensation of the creamy lather on your skin is interesting. You don't 'feel' it working, but perhaps that's the magic of it. Unlike other soap that might make your face tingle from chemicals, the Sumi soap is in comparison, exceedingly gentle. It actually feels like your treating your face like the sacred ground it is, not like scrubbing your sink or bathtub with a coarse detergent.

Search for Sumi soap online, or visit your local Japanese store. I found it at Raku-Za, for $5.95 on 16 East 41st St., but your local Japanese grocery should have it too. Check out the listings in *Chopsticks New York* for the one closest to you.

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Morinaga Tofu Puree: An Essential Element of Macrobiotic Cuisine

Macrobiotic cooking has been popular among the health-conscious since its introduction in the 1950s. *Ms. Natsuko Yamawaki*, a macrobiotic dessert chef, uses Morinaga Tofu Puree to create macrobiotic desserts.

Tofu: a staple ingredient in macrobiotics

Macrobiotics is a unique dietary approach to health and well-being. In this dietary regimen, every food is categorized as being either in the yin group or the yang group, and keeping these two groups balanced is extremely important. Followers of macrobiotics choose food and ingredients carefully from the two groups and cook them according to specific rules in order to control the balance of yin and yang. Tofu is one of the staple ingredients in this diet. *Ms. Natsuko Yamawaki*, dessert chef of **Souen**, New York's original macrobiotic restaurant, frequently uses tofu to create macrobiotic sweets. "I often use tofu for my sweets by grinding it in the food processor. Tofu is in the yin group, so I use it for baked rather than cold desserts because when it's heated, the tofu's yin feature becomes yang," she says.

Making macrobiotic sweets even more tasty and healthful

Macrobiotic sweets are by definition healthful, limiting the use of refined products, eggs, milk products, oil, and sugar, all of which are nearly always found in regular baked goods. This makes it difficult for macrobiotic dessert chefs to produce a certain texture and sweetness commonly found in baked desserts. But Morinaga Tofu Puree solves this problem easily. "Tofu Puree allows me to reduce the amount of oil I use," says *Ms. Yamawaki*. When she first tried the product to make *fig and walnut soda bread*, she found that Tofu Puree could add moistness to the texture without using so much oil. This scone-like soda bread is surprisingly soft and moist thanks to Tofu Puree. The tofu taste is undetectable, too. Tofu Puree perfectly supports the health benefits of macrobiotic sweets without sacrificing any taste.

Maximizing the effect of natural sweetness

"In my opinion, Morinaga Tofu Puree has a slight sweetness, which regular tofu products don't have, so I'm convinced that Tofu Puree is perfect for dessert," says *Ms. Yamawaki* while serving her *Pumpkin Loaf with Pecans*. She uses only a touch of maple syrup to sweeten this bread. The natural sweetness of the pumpkin and Tofu Puree produce enough sweetness as well as a smooth texture. Inspired by Morinaga Tofu Puree, she imagines other possibilities. "It would be a good substitute for apple sauce when I make muffins. It would also be good in a sponge cake and even in our regular menu *Azuki Loaf* and *Chai Tea Loaf*."

Morinaga Tofu Puree is an innovative product with a low soy aftertaste. It is made from organic soybeans grown in the US. Like *Mori-Nu Tofu*, it contains no preservatives and comes as an aseptic package, which allow you to keep it at room temperature.

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❶ She uses figs and walnuts in her soda bread with Morinaga Tofu Puree. The tart sweetness of the figs and the nutty flavor of the walnuts harmonize with the tofu's moist and smooth texture. ❷ Pumpkin and pecans are a golden combination of sweets in fall and winter. Tofu Puree plays a supporting role in highlighting these seasonal flavors.

Natsuko Yamawaki, dessert chef at Souen. She worked as a nutritionist in Japan before she encountered macrobiotics. She moved to the US to explore macrobiotics more and studied at several institutions.

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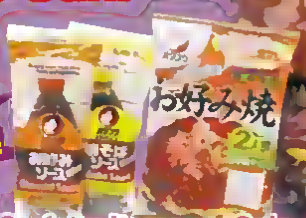

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conversation with sake sommelier

THE SECRET HEART OF SAKE

To get to **Sakagura** you enter an anonymous mid-town office building, walk past the security desk and down a set of utility stairs. At the end of a long hallway you'd expect to find a parking garage, but instead you discover Sakagura, one of America's best sake restaurants, designed as the perfect showcase for its enormous assortment of sakes. The curators of this massive sake collection are sake sommeliers, *Chizuko Niikawa* and *Ayuchi Momose*. Both of them have been with Sakagura for a couple of years and here they talk to *Chopsticks New York* about their deep connections with sake.

Can you tell us a little bit about Sakagura?

Momose We aren't really a sake restaurant, we're more like a sake library. Not only do we want to sell sake but we want to educate our customers, we want them to experience the best of what they can afford. We have sakes ranging from lower prices all the way up to $600 per bottle. Out of our more than 200 sakes, all of them except one are available by the glass.

Niikawa I personally believe this is the best sake bar in New York City and also the United States. It might even be the best sake restaurant in the world. It's the first place I worked as a sake sommelier so I was super-lucky that my first place is the best place.

How can you tell what a guest would like to drink?

Niikawa For absolute beginners I bring the customer two kinds of sake, a very fragrant type and then a very clean type, both simple and easy to drink. Then the customer tells me which they prefer.

Momose First I have to ask the customer what they look for in their favorite drink. I usually compare wine and sake and try to find what will attract them. For some female customers who drink a lot of Alsace wines or something sweeter like the German wines I usually recommend something lighter. For male customers who drink a lot of vodka I recommend something heavier and stronger with a cleaner flavor like a *kimoto* or a honjozo sake. Those are light, clean and sharp.

Are there any general rules about pairing sake with food?

Momose The biggest difference between wine and sake is with wine you decide on the food first then choose the wine, but with sake you do the opposite. All sake goes well with Japanese food, but if you have good bottle of sake we try to find something that matches that particular sake. That's why we serve so many small dishes here, so we can find a complement for your sake.

Niikawa It's a bit similar to wine, but the way you drink wine is to start with a less expensive one and move to a more expensive one, but sake works the opposite way, starting with a more premium sake that's fragrant and clean and smooth, like a daiginjo which goes well with raw fish or sashimi or seasonal vegetables, then we choose something with a richer flavor to match a main dish, like a junmai.

Can you recommend some food and sake pairings?

Niikawa An amazing one to try very easily at home is sake with cheese. Blue cheese smells strong and tastes sharp but pairing a junmai with it makes it sweeter and daiginjo pairs well with fresh mozzarella.

Momose: I don't like a sake that goes with everything. I like sake that is very plain or very flowery, and that pairs well with light, white fish, like fluke sashimi or with Italian food like beef carpaccio.

When did you become interested in sake?

Momose The first sake that made an impact on me was *Daishichi Minowamon*. When I tasted it, I almost cried. I was pretty young and I didn't know about higher class sakes, but it opened up a door to a new world. I have so many favorites now, but that was the moment when I thought, "Okay, I want to learn about this."

Niikawa I wasn't interested in sake until after I was 25 years old. I was born in Akita Prefecture out in the countryside, and I moved to Tokyo to work in the fashion and design business. One day, I got a phone call from my mom saying that my dad was very sick so I went back to my hometown to take care of him. Four days later he passed away and I finally realized that my hometown was so beautiful. It had great rice, a river, the mountain, and I felt that I should do something good for it. I realized that it was famous for its sake, and I thought that might be right for me.

Chizuko Niikawa (left) and *Ayuchi Momose* (right) certified sake sommeliers, help you find your favorites.

What do you recommend for someone trying sake for the first time?

Niikawa In Spring, Summer, Fall and Winter a brewery makes the first sake of the season, and I recommend them to people who haven't tried sake. They're easy to drink and the fragrance is very fresh and juicy, like fruit. It's also slightly sweeter than regular sake.

Momose Just ask for advice. A lot of Americans use 3 words to describe what they want: dry, smooth and clean. But sometimes I bring something a little sweeter or a little more flowery and they choose something completely different from what they thought. Just forget about what you think you like and ask for advice. It's okay not to know.

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His marital relationship was good, alcohol and cucumbers were his favorite food, his feet were quick, and he was strong.
In the downtown Tokyo, there is a place called "Kappabashi (kitchen town)," a restaurant supply district.
On July 7, during Tanabata Festival (Japanese Star Festival), the divine work which sees off a Kappa in the Milky Way is performed every year to this day.
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"Oni no Shitaburui": The Almighty Sake Couples with Genuine Japanese Cuisine

"It's almighty sake and it would surely be appreciated by sake connoisseurs as well as enjoyed by beginners," *Mitsuo Murayama*, owner of **Sazan Restaurant**, encapsulates the feature of *Oni no Shitaburui*, premium sake from Chiyomusubi Brewery. Sazan opened its door in Westchester 11 years ago, and its strictly authentic Japanese cuisine has amused food savvy clientele from this neighborhood. "I am proud to say that our Japanese sushi chefs and kitchen chefs are well trained in Japan. This is why we can serve genuine Japanese food," says *Mr. Murayama*, who is also an admired chef.

Keeping selections of high quality sake is essential for a well established Japanese restaurant like Sazan. The restaurant has 20-30 brands of sake and over 60 brands of shochu at a time. They change their selection depending on trends and seasons. *Oni no Shitaburui* is what they keep all the time because it appeals to all and sundry. "The first impact on the tongue is fresh and clean. Although it is somewhat strong, I always enjoy its unique mineral flavor. It's a very smooth sake, very soft on the palate," *Mr. Murayama* describes the taste of the sake. "It can be enjoyed at any temperature; cold, room temperature, lukewarm, or hot. You can decide how you would prefer to drink it depending on what you eat. For appreciating the flavor of the sake itself, I personally prefer drinking it at room temperature with dry snacks or at chilled with savory dishes."

Speaking of food pairing, the executive owner chef of Sazan, *Masanori Sato*, prepares beautifully arranged *Otsukuri* (assortment of sashimi includes red snapper, horse mackerel, and tuna), and *Golden Baked Oyster*. The quality and freshness of fish, coming directly from the fish market in Japan, are the signature of the restaurant, so to speak. "Look at this red snapper. The texture of the meat is indescribably superb. It is rare to get this quality," says *Chef Sato*. *Baked Golden Oyster* is another best partner of *Oni no Shitaburui*. *Chef Sato* bakes fresh blue point oyster, spreads seasoned egg yolk paste on top of it, and bakes it again. Thick and succulent oyster meat brings the flavor of winter. As for the secret of pairing their dishes with *Oni no Shitaburui*, *Mr. Murayama* explains, "Since the quality of the sake is so high, it goes well with any type of food. When it's paired with simple a Japanese dish, the sake does not overpower the dish's delicate flavor; rather it draws out the dish's taste. On the other hand, it does not disappear behind the powerful flavor, even if it's eaten with rich Western food."

During the weekdays, the restaurant is filled with American clientele, and over the weekends, it attracts Japanese people. Sazan satisfies both equally fastidious food lovers by offering strictly Japanese dishes accompanied by excellent sake selection.

1. Quality and freshness are promised here at Sazan. *Oni no Shitaburui*'s simplicity goes well with the subtlety of fresh fish. **2.** Double baked oyster produces a unique harmony of flavors in the mouth. Juicy meat and crunchy egg yolk paste. **3.** Executive owner chef *Mr. Sato* is the man who orchestrates the delicate Japanese flavor.

Sazan Restaurant
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As one of the highest quality sakes in Japan, *Dassai 23* has earned legions of fans since its introduction in the US. Here is what they have to say.

THIS SAKE HAS DEPTH OF FLAVOR

THE SAKE DREW THE ATTENTION OF A MASTER SAKE SOMMELIER

"I consider Dassai 23 to be a top quality sake," says *Roger Dagorn*, quietly. The renowned wine and sake sommelier at **Chanterelle** is a pioneer who put sake on this French restaurant's menu 12 years ago, bridging the boundary between two culture's cuisines. Since he is particularly selective about sake, the restaurant carries only the highest quality sake and Dassai 23 is one of them.

As he opens the bottle of Dassai 23, he describes its flavor. "Dry, but there's fruitiness to it, and I feel a slight hazelnut character." He sips and continues, "It has a little bit of body." And he concludes, "This sake has depth of flavor." He shows the viscosity of Dassai 23 on a glass to prove its quality. While tasting, he recollects how he encountered it. "It was about two years ago. Its high milling rate pricked my curiosity, so I sought it out and found it had a unique quality." Since then, he added the sake to his highly selective cellar, which contains only 7 to 20 brands, the numbers varying depending on the seasons and the freshness of the sake available.

Roger Dagorn is one of the first sommeliers to introduce sake in New York culinary scene

KEEP LOOKING FOR SOMETHING NEW

Mr Dagorn humbly says, "People come for the food, so wine and sake are the condiment. I worked with *David* (the executive chef and co-owner of Chanterelle) for 15 years, and I know his style. So, it's natural to find a perfect sake for his food." Chef *David Waltuck* prepares 5 seasonal dishes, which go particularly well with Dassai 23, among his February tasting menu. For appetizers, he chooses *Nantucket Bay Scallop in a Lemongrass and Lime Nage*, and for a seafood entrée, *Potato Wrapped Wild Striped Bass with Sorrel-Spinach Coulis, Chatham Roast Cod with Brandade, Manila Clams and Spanish Chorizo Broth, Grilled Arctic Char in Grapefruit Butter*, and finally, for a poultry entrée, *Steamed Organic Free Range Chicken Breast with Black Trumpet Mushrooms*. Every single dish is seasoned delicately to draw forth the best flavor of each ingredient. *Mr Dagorn* shares a tip for finding the best dishes to pair with Dassai 23. "The food has to be fairly subtle, yet still somewhat flavorful. It should not be too spicy, otherwise it would clash with the sake. They have to complement each other."

Chanterelle's clientele come to the restaurant expecting something new. They are open to new dining experiences so the restaurant creates two new menus each month, a pre-fix menu and a 6-course tasting menu. For the tasting menu, they have a flight of wine, pairing it with each dish, and as a part of this tasting menu, *Mr Dagorn* introduces sake 9 or 10 times a year. "Many people are shocked when they try sake. They are curious and skeptical about sake at the same time. But once they taste it, they love it. Some customers come back and order the same sake, and I remember that some people specifically ordered Dassai 23. In fact, it's rare that our customers specify one brand."

Chef David Waltuck's February tasting menu includes several Dassai 23 friendly dishes.

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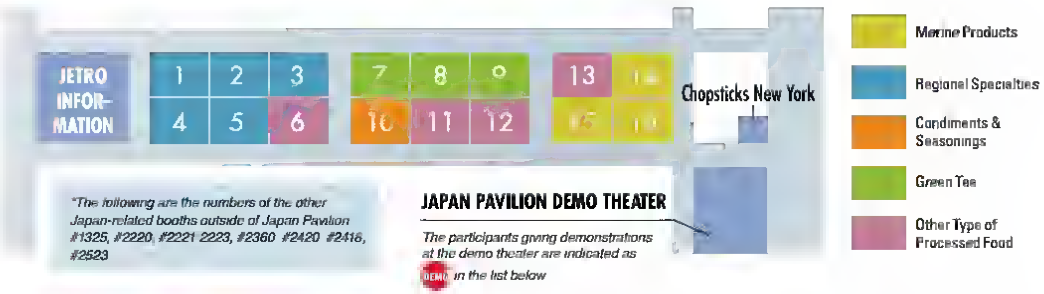
JAPAN PAVILION GUIDE



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The organic Japanese green teas from Aishin Corporation are sold et sencha, gyokuro, houjicha, bancha, kukicha, matcha, etc. Their tea garden, located on a hillside, generates a foggy environment, which contributes to their teas' distinctive aroma and sweetness. They keep strict safety control as well as maintaining a high quality standard.
Contact: TEL. (+81) 6- 6261-7501 FAX. (+81) 6- 6261-7504
E-mail: aishin@luck.ocn.ne.jp

10 MARUYA HATCHO MISO CO., LTD *Booth #2516*

DEMO

Products: Hatcho miso, Akadashi miso, and miso sauce

Okazaki-city in Aichi Prefecture is known as the birthplace of Ieyasu Tokugawa, the general who established Tokugawa Shogunate about 450 years ago. Based in the city, Maruya Harcho Miso Co., Ltd. has produced miso (soy bean paste) products over 670 years. The taste remains unchanged. During this food show, they will have a miso soup and miso sauce cooking demonstration.
Contact: TEL. (+81) 908-954-5916

11 MATSUMAE LTD. *Booth #2518*

Products: Dashi-Kombu Shredded type, Matsugae Shio-Kombu, Awase-dashi Dashi-Kombu

Kombu (kelp), a rich source of glutamic acid and amino acid, related to "umami" taste, is used extensively in Japanese dishes. Established 95 years ago in Osaka, Matsumaeya produces and distributes ready-to-eat specialty kombu products as well as kombu used for seasoning sushi and broth. Their premium kombu products are made of the best quality "ma-kombu" from southern Hokkaido, by skilled workers, using traditional techniques.
Contact: TEL. (+81) 6-6213-0085 / FAX. (+81) 6-6211-9924

12 CARNIVAL COOKER, CO., LTD. *Booth #2520*

DEMO

Products: Products: Green vegetables with green onion soy cream, Tasty Eggplant Parmesan with soy cream

Carnival Cooker Co., Ltd. invented "Soy Cream." This is neither soymilk nor tofu. The new concept of soy product allows you to "eat soy milk." It also can be used for: pasta sauce, hamburgers, bread, and cookies. Soy Cream can reduce the amount of oil, add smoothness to foods, and thicken or loosen the texture. Cooking demonstration will take place at the theater.
Contact: E-mail: carnival@shirt.ocn.ne.jp www.soy-milk.jp

13 ISHIBASHIYA CO., LTD. *Booth #2425*

Products: Konnyaku (devil's tongue), Konnyaku Noodles

Established in 1677, Ishibashiya produces hand-made premium konnyaku. The products are famous for being low calorie and high in dietary fiber. One package (200g) contains only 28 Kcal and 10 times more fiber than 1 piece of lettuce. Made from grains, they are healthy and safe. Konnyaku noodles are handy as well, Just wash and drain, and they're ready to eat.
Contact: TEL. (+81) 944-58-6683 E-mail: wataru@bd5.so-net.ne.jp

14 OWASE BUSSAN CO., LTD. *Booth #2427*

Products: Cultivated Yellowtail, Processed Products: Sashimi, Sushi, Teriyaki, Misoyaki

Owase Bussan Co., Ltd. provides fresh and reliable products by adopting the integrated fishery-process-sales system. It also employs an ecological, CO_2-free, quality control system. Since its processing factory is close to the international airport and fishing grounds, they can send the freshest products to the world.
Contact: TEL. (+81) 597-22-2323 E-mail: suigun@owasebussan.co.jp
www.owasebussan.co.jp

15 MORIMATSU SUISAN REITO, CO., LTD *Booth #2524*

Products: Yellowtail fillet, etc

The motto of the company is to produce safe ingredients even for young children. Thanks to their efforts to provide better products under the thorough quality control and safety and hygiene management, they earned qualification of HACCP (Hazard Analysis and Critical Control Point) from both EU and the US.
Contact: TEL. (+81) 896-33-1772 E-mail: office@rumijapan.co.jp

16 HIRAMATSU SEAFOOD CO., LTD. *Booth #2526*

DEMO

Products: Tsukuda-ni Samma Kabayaki, Iwashi Kanro-ni, Ayu Kanro-ni, Yakinago, Chinmen

Tsukuda-ni is a food boiled down in sweetened soy, and it's been an inevitable food item among Japanese. As well as eating it as a condiment for gohan (steamed rice), it can also served as a topping for buckwheat noodles, ochazuke, and rice bowls. It is a convenient ingredient for Japanese cuisine. They will have cooking demonstrations by local chefs at the theater in the afternoon on March 10th.
Contact: Mr. Heramatsu TEL. (+81) 533-77-2468 E-mail: horon@bisyoku.com

OTHER JAPAN Related Booths

MARUKOME USA, INC. *Booth #2523*

Products: Miso (soybean paste), Miso Soup Dispenser

Marukome, the largest miso producers in Japan, keeps the philosophy to make tasty miso as well as making their products usable for various kinds of cooking. In December 2007, their new miso factory in the U.S. was completed. Thanks to this new, full-equipped factory, they can promote traditional Japanese miso throughout the U.S.
Contact: 17132 Pullman St. Irvine, CA 92614
TEL. 949-863-0110 (phone) www.marukomeusa.com

TRUE WORLD FOODS NEW YORK LLC *Booth #2420*

Products: Premiere Japanese Beef, MAS frozen salmon

True World Foods started in 1975 in Brooklyn, New York. Steadily they expanded to other cities in the US and by 1995 they had over 20 separate, independent locations. The company introduces original Japanese beef and frozen salmon in this show, emphasizing especially on MAS salmon. MAS stands for Molecular Alignment System, the newest freezing method which does not change the quality of raw salmon.
Contact: Hirokatsu Takeda 32-34 Papetti Plaza, Elizabeth, NJ 07206
TEL. 908-351-9090 (ext182) www.trueworldfoods.com

MITA BEVERAGE CO., LTD *Booth #2418*

Products: Beverage (Non-alcoholic), Cocktail Mixture, Syrup

"As if you feed your child" is the philosophy of Mita Beverage Co., Ltd. since its establishment in 1924. They produce the best quality products in their own factory by controlling the manufacturing process from selecting materials to trading. Their unique cocktail concentration, made of selected juice, can be used both in alcoholic and non-alcoholic drinks. They have recently introduced a series of drink concentrations called magic-plus-collagen.
Contact: TEL. (+81) 3-3400-1239 E-mail: yamanaka-k@sunfield.co.jp
www.sunfield.co.jp (New York Office) 410 Park Ave., 15th FL, New York, NY 10022 TEL. 212-646-6967 E-mail: nun-k@sunfield.co.jp

HOSHIZAKI NORTHEASTERN *Booth #2221 & 2223*

Products: Hoshizaki Ice Machines, Sushi Cases, Refrigerators / Freezers
Hoshizaki, the world's renowned ice makers, boasts of superior degree of reliability
Contact: Hoshizaki NE Distribution Center
TEL: 631-563-1350
FAX: 631-563-1450
www.hoshizakiamerica.com

HOUSE FOODS AMERICA CORP *Booth #2220*

Products: Tofu, Soy Products

House Foods America Corporation, a US subsidiary of the largest spice manufacturer in Japan, is one of the largest Tofu manufacturers in the United States. House Foods' products are distributed nationwide. The list of products includes Premier Tofu, Organic Tofu, Tofu Steak, and Tofu Shirataki noodles. Manufacturing in state-of-the-art facilities in California and New Jersey, House Foods uses the best of traditional and the latest technology to ensure the highest level of quality
Contact: West Coast: 7351 Orangewood Garden Grove, CA 92841
TEL: 714-901-4350 East coast: 601 Randolph Rd. Somerset NJ 08873
TEL: 732-537-9500 www.house-foods.com

SATO LABELING SOLUTIONS AMERICA, INC *Booth #2360*

Products: Food Safety Labeling
SATO Labeling Solutions America is a leading global provider of innovative label and tag printing solutions throughout the supply chain. Their products provide clear labeling of all products, and also creative and efficient solutions, such as automatic time, date and day calculation, standalone printer, and portable devices. Demo this simple-to-use, cost-effective solution at the booth
Contact: TEL: 1-800-645-3290

JFC INTERNATIONAL, INC *Booth #1325*

Products: Yamamotoyama Pyramid Green Tea, Yamamotoyama Soy Wrapper, Kikkoman Teriyaki Glaze, Kikkoman Thai Chili Sauce, Hikari Miso dressing (Garlic, Yuzu, Sesame), Nobu Dry Miso, S&B Curry Powder, Sansho Powder, Ahjikan Spicy Crab Stick (ready to use), JFC Nishiki Rice, JFC Sake line
JFC's innovative corporate character has generated substantial increases in exports and imports among Asian countries. With their automated, state-of-the-art warehouse facilities, contemporary office environment and modern test kitchen, JFC successfully provides customers with premium products, delivered through expedient service.
Contact: JFC International, Inc
40 Varick Ave., Brooklyn, NY 11237
TEL: 718-456-8805 www.jfc.com

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LIFESTYLE

FOCUS: FOOD CULTURE

TEA BREWING: *YOSHIKAZU TAFU* OF TAFU NEW YORK

ASK THE BEAUTY GURU

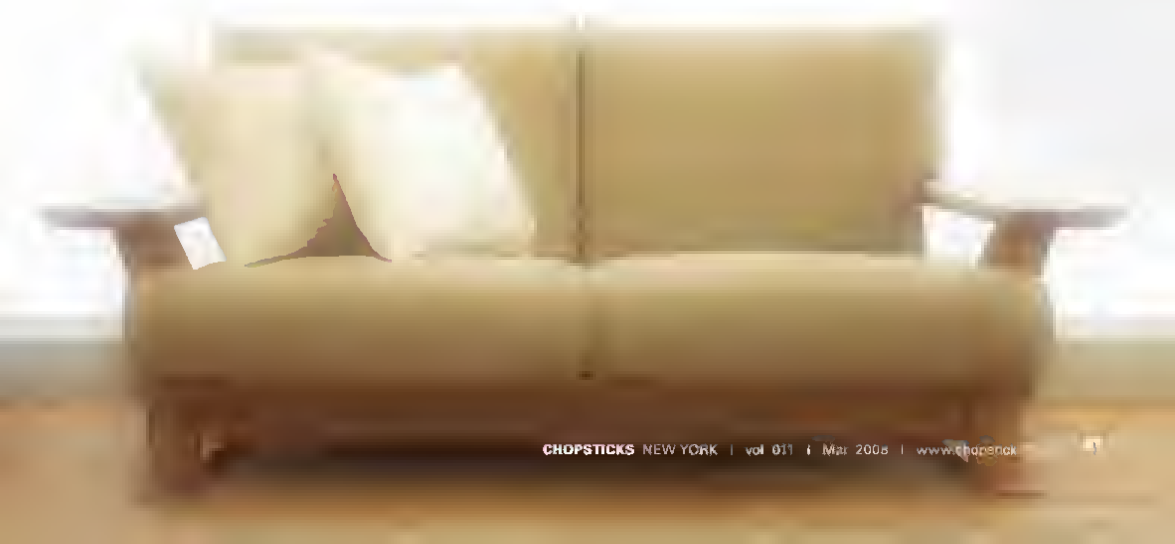
TOMOKO SHIMA OF TOMOKO SHIMA SALON

JAPANESE LESSON #5

"~ WA IKAGA DESU KA?"

LISTINGS

BEAUTY / HEALTH / SHOP / SCHOOL



FOCUS ★ FOOD CULTURE

TEA BREWING: AN OASIS OF HEALING AND HEALTH IN MIDTOWN MANHATTAN

For those who feel that New York does not have enough to offer in the way of Japanese tea other than the maccha frappucino at Starbucks, the arrival of **Tafu** was heralded. This long-established tea producer/shop based in Osaka chose the first floor of the Double Tree Metropolitan Hotel on 51st St. as its home in Manhattan last September. I had the opportunity to speak with Tafu's Executive Director and resident tea instructor *Yoshikazu Tafu* during his January visit to the city for the purpose of giving Japanese tea seminars.

The health benefits that Japanese tea provides have received much media coverage recently, and among its offerings are catechins and amino acids. The former have been shown to possess antibiotic properties, and some types of the latter are said to produce tranquilizing effects in the brain.

Tea is an integrated part of the Japanese lifestyle, but what people drink on a regular basis in their homes is not the maccha tea that you see being prepared with a whisk during the tea ceremony. What they are drinking is sencha, or green tea, whose taste and nutrient content is affected by how the hot water is poured and made to sit. Watching *Mr. Tafu*'s technique and then trying to pour myself illuminated the importance of such subtle details.

Tafu offers six premium Japanese teas and I had the chance to sample two of them from *Mr. Tafu*, *sencha* and *gyokuro*. *Sencha* is high in vitamin C and made from first harvest leaves, and *gyokuro* is known for its caffeine and natural sweetness. The ideal temperature that *sencha* should be served at is 80 degrees Celsius, but for *gyokuro* it is 60 degrees as this lower temperature brings out its sweetness. *Mr. Tafu* took water of 100 degrees from the hot water pot and poured it into the tea pot, lowering its temperature by 10 degrees. (The rule of thumb is each time water is transferred from one container to another, its temperature goes down 10 degrees.) He then transferred it to each of the cups, lowering it by another 10. After that he returned the hot water to the tea pot now containing tea leaves, allowing it to reach 80 degrees, the ideal temperature for bringing out *sencha*'s delicious taste.

Finally it was my turn to try my hand at making tea. I did my best to follow each of the steps taken by *Mr. Tafu* during his preparation, but the difference between an amateur and a tea master soon became clear. The most difficult part for me was pouring an equal amount into each of the cups. You are supposed to pour small amounts into each cup and then do the same in a reverse pattern until there is no more water, but somehow I tended to fill the earlier cups more than the later ones.

After all this talk of tea, one question readers might have is, "How much tea is a good amount to drink? Can there ever be such a thing as too much tea?" *Mr. Tafu* insists you can never overdo it with this healthy beverage. Although green teas contain significant amount of caffeine, catechin alleviates effect of caffeine. "Ideally, we should consume about 10 cups per day, but if that sounds like a lot aim to have one cup with each of your meals," he suggests. "Another benefit of green tea is that it's a diuretic so it won't fill you up as much as other liquids like water, allowing you to drink a lot without feeling full."

This is fortunate, as it will provide you with plenty of room in your stomach to sample Tafu's sweets while you are enjoying its tea. Its array of delicious desserts include maccha cheesecake, tea leaf enriched chocolate and daifuku (marshmallow textured mochi) with green tea filling. Not only will drinking green tea make you feel like you are doing something good for your body, but these goodies tend to be lower in calories than typical Western sweets so you can eat them without worry. Happy tea hunting at Tafu!

—Reported by *Stacy Smith*

Tafu New York
569 Lexington Ave. (51st bet. 3rd & Lexington on the first floor of the Double Tree Metropolitan Hotel) New York, NY 10022
TEL: 212-980-1310 Tafuny.com

1. *Mr. Tafu* explaining the difference between *sencha* and *gyokuro* teas
2. Watching the tea master pour the first round of *sencha*.
3. Attempting to follow *Mr. Tafu*'s lead in pouring the sencha.

ASK THE BEAUTY GURU —VOL 2—

ELEGANT YET PERSONAL: A STYLE FOR EVERY BRIDE — TOMOKO SHIMA HAIR SALON

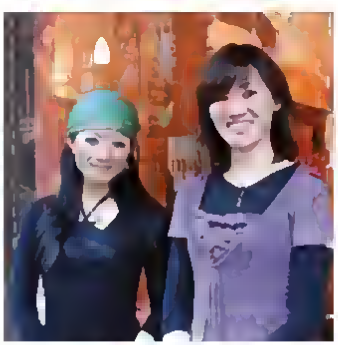
Tomoko Shima Hair Salon on the Upper East Side is becoming increasingly popular thanks to its young and creative hair stylist and owner, Tomoko Shima. She's become especially well-known for her beautiful hair designs for weddings.

Q: What are this year's trends in hair?
Last year, perhaps because of *Victoria Beckham*'s stunning look, the short style with long asymmetric bangs was very popular. Too popular, in a sense. This year, I think the trend goes toward more variety of styles, and many women feel the need to try something new. So, I'd propose medium length hair with bangs.

Q: Do you use different styling approaches for Japanese and American customers?
A: Our customers are 30% Japanese, 30% Asian, and 40% non-Asian American. We are able to adjust the styling for any type of hair. The characteristics of each customer's hair and skin determine our approaches. Japanese customers seem to know exactly how they want their hair to look and bring in their favorite style clips from the fashion magazines. On the other hand, American customers prefer to discuss styles at the salon. One common trend is that they seek comfort and relaxation at our salon. So we think it is most important to keep an intimate atmosphere while styling.

Q: What is your signature look?
A: Elegant and feminine. Accordingly, we are known for bridal styling. Last year we had many, many wedding appointments. We have three stylists. Two of them can do both hair and makeup design. We offer consultations in advance of the big day, of course.

Q: What went on during the spectacular hair show you held downtown last year?
A: It was a private show with more than 200 guests. We presented extremely fantastic hairdos and makeup, expressing "ecology." I wanted to show how far we could go in design. While Japanese stylists have high standards of technique, Americans are more advanced at designing. We wanted to challenge ourselves more in the design aspect.



Tomoko (right) and Cathy (left) make you picture perfect.

BRIDAL MAKEOVER TRIAL

Today, *Tomoko* demonstrates her talent by making over our reader-model *Laura Stinger*. *Laura* is a stage actress who loves to explore new styles. Her everyday look is casual and sporty with a touch of street style. *Tomoko* first assesses *Laura*'s current style and asks her to describe her favorite wedding hairdo. *Laura* selects a couple of classic, elegant looks. Soon, *Tomoko* starts working on a trial style to determine the final design. After a few minutes, she decides on a style and trims *Laura*'s bangs. Then, she makes two chignons and lets the rest of the hair surround them, adding lots of volume. In less than an hour, the hairdo is beautifully constructed. While *Tomoko* is working on *Laura*'s hair, *Cathy Satouchi* works on her makeup. Strategically subdued makeup is the perfect complement to the bride's elegant hair. Gazing into the mirror, *Laura* sighs, "It's wonderful."

Tomoko Shima Hair Salon
After five years of rigorous work experience in Japan, *Tomoko* moved to New York and began working at a downtown salon. In 2005 she opened her own salon in a cozy Upper East Side neighborhood.

171 E. 92nd St (bet. Lexington and 3rd Aves.)
New York, NY 10128
TEL: 212-722-8828 www.tomokoshima.com
Tue-Sun: 10am-9pm, Appointment suggested

Laura Stinger is a member of The Theatre of A Two-Headed Calf. They specialize in avant-garde and experimental theatre performance often adopting Japanese techniques.

Beauty Guide

Indicated prices are for hair salons and [illegible] spa.

HAIR SALON

Upper West — Hoshi Coope III
2801 Broadway (at 107th St.)
212 663-0460
F $40 M $40

Upper East — Giovanni-Sacchi
1361 Lexington Ave (bet. 90th & 91st Sts.)
212-360-5557
F $50- M $30-

Upper East — Michi
201 E. 80th St. (bet. 2nd & 3rd Ave.)
212 752-3223
F $60- M $50-

Upper East — Tomoko Shima Hair Salon

A comfortable and private atmosphere in the Upper East. Their stylists are highly reputable for high technologies and extensive knowledge to treat any hair types as well as Japanese stress given Ferm Organic and Japanese hair products are also available.
171 E. 82nd St. (bet. 3rd & Lexington Ave.)
212 722-4620 www.tomokoshima.com
F $55- M $50-

Midtown West — Mingle New York
10 W. 56th St. 2nd Fl. (bet. 5th & 6th Ave.)
212 456-3320
F $70- M $70-

Midtown West — Mitzu
57 W. 57st St. #1204 (at 6th Ave.)
212 757-5360
F $125 M $95

Midtown West — VIJIN
10 Rockefeller Plaza Concourse Level
212 397-2222
F $58- M $52

Midtown East — Epi International
801 Madison Ave. 5th Fl. (bet. 67th & 68th Sts.)
212 838-3454
F $125- M $100-

Midtown East — Hair Mates Midtown
114 E. 40th St. (bet. Park & Lexington Ave.)
212 986-2830
F $50 M $50

Midtown East — Hisako Salon
141 E. 47th St. 2nd Fl. (Lex. & 3rd)
212 754-7640
F $45- M $40-

Midtown East — Izumi Salon
22 E. 49th St. 2nd Fl. (Madison & 5th Ave.)
212 644-0488
F $55- M $45-

Midtown East — Kiora
515 Madison Ave. (at 53rd St.)
212-832-8699
F $45- M $37

Midtown East — Manish
231 E. 53rd St. (bet. 2nd & 3rd Ave.)
212-755-2623
F $45- M $35-

Midtown East — Momotaro
945 5th Ave. 2nd Fl. (bet. Madison & 5th Ave.)
212 759-2392
F $60- M $45-

Midtown East — RH Plus Salon
RH+
An increasingly popular salon celebrating one year in Midtown. Comfortable space with bright and natural light through large windows. Our stylists are trained both in NY and Tokyo and are looking forward to your visit. Japanese Straighten ng available.
305 3rd Ave. 2nd Fl. (bet. 28th & 30th St.)
212-644-8056 www.rhplusny.com
F $70 M $50

Midtown East — Salon Ishi
70 E. 55th St. (bet. Park and Madison)
212-888-4744
F $65- M $55-

Midtown East — Shige Kosudo

Shige Kosuda Salon is a pioneer in Thermal Recond itioning of the hair. This treatment straightens curly and unmanageable hair. That highly skilled stylists carefully discuss your needs during consultations, catering to them record ngly.
141 E. 55th St. (bet. 3rd & Lexington Ave.)
212-753-2397 www.shigesalon.com
F $75- M $50-

Chelsea — Hisako Salon

Located in the heart of Chelsea, this is the sister salon to Hisako Salon in Midtown that has catered to both Japanese and local clientele for over 2 decades. Walk-ins are always welcome. Opened 7days Mon—Fri until 9pm.
193 7th Ave. (bet. 20th & 21st St.)
212-989-2233 http://hisako-ynll.net
F $53- M $40-

Chelsea — Hoshi Coope I
259 W. 19th St. (bet. 7th & 8th Ave.)
212-255-0770
F $50 M $50

Chelsea — KIWA Salon
234 W. 27th St. (bet. 7th & 8th Ave.)
212-620-3346
F $55 M $55

Lower Mhn — ARTE Salon

Japanese stylist Haruma's signature Japanese Straight Perm ($350 & up) uses 6 treatment solutions containing collagen and keratin. Damage to the hair is minimized with this courteous and thorough care. KERASTASE treatment ($35) mask ($40) also available.
294 Elizabeth St. (bet. Bleecker & Houston St.)
212-941-5932 (Haruma) www.artesalon.com
F $65 M $60

West Village — SEI-TOMOKO
142 W. 4th St. (Washington Sq. Pk. & 6th Ave.)
212-473-5471
F $35 M $35

West Village — YUI Salon

Must try HEAD SPA with SHIATSU at this newly opened Hair Salon! Shiatsu massage after the deep scalp cleansing eases muscle tens ons and promotes blood circulation to the scalp, neck and shoulders. It makes you look youthful with shiny hair.
323 W. 11th St. (Greenwich & Washington)
212-647-9303 www.yuisalon.com
F $70- M $80-

Gramercy — Hoyata New York
125 E. 23rd St. 2nd Fl. (Park & Lexington Ave.)
212-673-7373
F $60 M $60-

East Village — AK Salon
96 St. Marks Pl. (bet. Ave. A & 1st Ave.)
212-260-8703
F $70 M $50

East Village — Hair Mates Downtown
13 3rd Ave. (bet. 7th & St. Marks Pl.)
212-777-4612
M $35- M $35-

East Village — Hoshi Coupe II
214 E. 9th St. (bet. 2nd & 3rd Ave.)
212-505-0383
F $40 M $40

East Village — K2 Salon
219 E. 10th St. (bet. 1st & 2nd Ave.)
212-260-5199
F $60- M $50-

East Village — Lotus Salon
240 E. 4th St. (bet. Ave. A & B)
212-475-2749
F $60 M $50

East Village — Powder Room
319 E. 9th St. (bet. 1st & 2nd Ave.)
212-677-2020
F $60 M $50

East Village — Scene Salon
233 E. 4th St. (bet. Ave. A & B)
212-673-6209
F $60 M $50

East Village — SEI-TOMOKO
240 E. 13th St. (bet. 2nd & 3rd Ave.)
212-533-9813
F $35 M $35

East Village — SEI-TOMOKO 02
126 E. 4th St. (bet. 1st & 2nd Ave.)
212-473-3320
F $35 M $35

East Village — Vana Salon
408 E. 9th St. (bet. 1st Ave. and Ave. A)
212-505-7773
F $30- M $60-

Lower Mhn — Hoshi Coupe Soho
193 Prince St. (bet. Sullivan St. and 6th Ave.)
212-253-1008
F $70 M $70

Lower Mhn — Lotus Salon
77 Prince St. (bet. Elizabeth & Bowery St.)
212-219-9293
F $70 M $60

Lower Mhn — Lotus Salon
141 Reade St. (bet. Hudson & Greenwich St.)
212-608-7788
F $60 M $70

Lower Mhn — Q Hair
19 Bleecker St. (bet. Mott & Elizabeth St.)
212-614-8729
F $34 M $34

Lower Mhn — Shizen
527 E. 6th St. (bet. Ave. B & C)
212.777.2128
F $65 M $65

Lower Mhn — Tokamchi Hair
35 Great Jones St. (Lafayette & Perry)
212-420-7573
F $30- M $60-

Lower Mhn — Ueno Salon
218 Mulberry St. (bet. Prince and Spring St.)
212-343-2233
F $65- M $60-

Brooklyn — Commune Salon & Gift

Commune is a hair salon and a gift boutique located in Williamsburg. We provide gentle hair services, including quality Japanese treatments and low-chemical processes. Our boutique section offers a collection of creative jewelry and accessories.
191 Grand St. (bet. Driggs & Bedford Ave.)
718-384-7412 www.communesalon.com
F $55- M $45-

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7 E. Hartsdale Hartsdale, NY 10530
914-948-0218
F $50- M $45-

Upstate — Hair Studio NAKA
267 Halstead Ave., Harrison, NY 10528
914-835-0045
F $60- M $50-

Upstate — Hiro's Hair Salon
99 Purchase St. Rye, NY 10580
914-921-3933
F $50 M $50

Upstate — Momotaro
2 Spencer Pl. 2nd Fl. Scarsdale, NY 10583
914-472-5857
F $60- M $50-

Upstate — Salon Shin
731 White Plains Rd. Scarsdale, NY 10583
914-472-5817
F $50- M $45-

Upstate — Salon Susan
19 E. Hartsdale Ave. Hartsdale, NY 10530
914-946-7475
F $40 M $30

Long Island — LI Wave
18 Haven Ave. Port Washington, NY 11050
516-883-3046
F $40 M $30

New Jersey — Akane Salon
2024 Center Ave. Fort Lee, NJ 07024
201-461-3644
F $40- M $30-

New Jersey — Katsuko Salon
2039 Lemoine Ave. 81 Fort Lee, NJ 07024
201-585-9699
F $70- M $40-

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tue-sun 10:00am-7:00pm

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New Jersey **Michi**
595 River Rd Edgewater NJ 07020 — F $50- M $40-
201-941-4668

New Jersey **Salon Tomo**
1617 Fa ker Ave Fort Lee NJ 07024 — F $45 M $40
201-346-0501

New Jersey **Tosh Hon Supreme**
1550 Lemo ne Ave Fort Lee NJ 07024 — F $45- M $40
201-461-5642

SPA

Midtown West **Nihon Doy Spa**
15 W 44th St 10th Fl (bet 5th & 6th Ave) — $30-
212-575-7802

Midtown West **SHIZUKA new york**
7 W 51st St 8th Fl (bet 5th & 6th Ave) — $105 /50min
212-644-7400

Midtown West **Spadium**
49 W 32nd St (bet 5th & Broadway) — $80
212-367-3131

Midtown East **MOONFLOWER SPA**

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6 E 41st St 3 d Fl (bet 5th & Madison Ave) — $75 / 60m n
212-213-8729 www.moonflowerspa.com

Korea Town **Aura Wellness Spa**
49 W 33rd St (bet Broadway & 5th Ave) — $70-
917-699-1463

Chelsea **Supple Spa**

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56 W 14th St. 2nd Fl (bet. 5th & 6th Ave.) — $65/1h
212-929-5848 www.supplespa.com

East V llage **TAMAGO Skincare**
251 E 13th St. (bet. 2nd & 3rd Ave.) — $45/h-
212-505-1598

Lower Mhn **Corina Beauty Center**
121 Baxter St. (bet. Canal & Hester St.) — $45/h
212-941-7118

Lower Mhn **Facial Spa**
170-172 Canal St #303 (Mott & Elizabeth St.) — $35 /30min
212-925-5114

Lower Mhn **KSS Beauty Spa**
187 Centre St. (bet. Canal & Hester St.) — $35
212-966-2531

Lower Mhn **Spring Thyme Wellness**
75 Nassau St. (bet. Fulton & John St.) — $40-
212-385-4873

Queens **este de doronko**
113-49 Union Tpk Forest Hills NY 11375 — $60-
917-806-4004

Upstate **este de doronko**
21 Lake St. White Plains NY 10603 — $60-
917-806-4004

New Jersey **King SPA Sauna**
321 Commercial Ave. Palisades Park, NJ — $30
201-947-9955

Health Guide

Find ca e, s ces are recommend

SHIATSU

M dtown West **Salon de Tokyo**
200 W 57th St #1308 (at 7th Ave) — $70 /60min
212-757-2187

Midtown West **Esprit Wellness**
2 W. 45th St #1708 (bet. 5th &6th Ave) — $80 /15min
212-354-5971

M dtown East **Kenkodo Inc**
333 E. 43th St. Lby-O (bet. 1st & 2nd Ave) — $80 /60min
212-380-0068

Midtown East **IDO HOLISTIC CENTER**

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5 E. 46th St. 8th Fl (bet. Madison & 5th Ave) — $80 /60m n
212-583-5300 www.idocenter.com

Midtown East **Ease Salon**
51 F42 St. #1406 (bet. Mad son & Vanderb lt) — $40 /25min
212-661-5151

Midtown East **Oo-in Center**
211 E. 43rd St. #1605 (bet. 2nd & 3rd Ave) — $120/h
212-687-8114

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147 W 25th St. (bet. 6th & 7th Ave) — $85 /60min
800-810-4190 www.ohashiatsu.org

East Village **Kersy**
229 E. 9th St. 2nd Fl (bet. 2nd & 3rd Ave) — $45 /60min
212-253-6171

Lower Mhn **Howard Beauty**

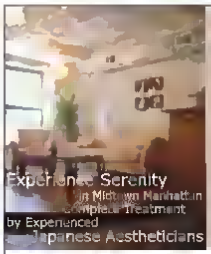
Howard Beauty Salon offers a total beauty care from head to toe. Facial includes steam, hand massage, pore treatment and moisture pack. Foot massage chairs are equipped with TV. Private rooms available.
34 Howard St 2nd Fl (bet B way & Lafayette) — $35 /60min
212-625-1988

Lower Mhn **Health Trail CO.**
23 Pell St. 2nd Fl (bet. Mott & Bowery St.) — $60 /60min
212-608-2212

ACUPUNCTURE

Upper West **Dr Hong**
4167 Broadway (bet 176th & 177th St.) — $50/ visit
646-230-3822

Upper East **Herbal Fairy Spa**
225 E. 54th St. #4 (bet. 2nd & 3rd Ave) — $60 /60min
212-751-3580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161 W. 54th St., #21 (bet. 6th & 7th Ave) 212-246-7586 www.yamaguchiacupuncture.com — Acupuncture

Midtown West **NY Accpuncture & Herb** — 250 W. 57th St. #1230 (at Broadway) 212-262-0606 — $100/visit

Midtown West **Nihon Medical Group** — 16 W. 44th St. 10th Fl. (bet. 5th & 6th Ave.) 212-575-6910 — $60-

Midtown West **Eileen Chen** — 119 W. 57th St. Suite 511 (6th & 7th Ave.) 212-974-2960 — $100/hr

Midtown East **David L. Zeng** — 14 E. 34th St. 5th Fl. (bet. 5th & Madison Ave.) 212 683-1773 — $60/50min

Midtown East **Chun Yuan Li** — 141 E. 55th St. #3D (bet. Lex & 3rd Ave) 212-750-8314 — $80/visit

Midtown East **Amy Nature Center** — 137 E. 47th St. (bet. 3rd & Lexington Ave.) 212-317-8720 — $80

Midtown East **Acumed Center** — 150 E. 56th St. #1C (bet. 3rd & Lexington Ave.) 212-089-8877 — $70/30min

Midtown East **41st Street Medical** — 18 E. 41st St. (bet. 5th & Madison Ave.) 212-083-0041 — $90/120min

Chelsea **Yoshiko Kamiyama** — 20 W. 20th St. #311 (bet. 5th & 6th Ave.) 914-954-6804 — Hamma-pathy

East Village **SuHu Natural Health** — 1 Union Sq. W. #715 (at E. 14th St.) 212-731-6281 — $90/visit

Lower Mhn **Naturolline Therapy** — 63 Bayard St. #B (Elizabeth & Mott St.) 212-608-6858 — $40

Queens **Chun Kei** — 133-47 Sanford Ave. #1G Flushing, NY 11355 718-961-7222 — $50/45min

HEALTH PRODUCT

Upper West **Health Nuts** — 2141 Broadway (bet. 75th & 76th St.) 212-724-1572 — Health Product

Queens **Metro Pharmacy** — 41-16 30th Avenue Astoria, NY 11103 718-204-1414 — Pharmacy

California **Condex, Inc** — 970 S. Crenshaw Blvd. Torrance, CA 90503 310-618-8444 — Health Product

California **Kamerycoh** — 3668 Carson St. #101 Torrance, CA 90503 888-858-2233 — Supplement

Illinois **June Bees** — 1330 St. James Ct. Palatine, IL 60067 800-507-0541 — Health Product

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Shop Guide

The following is a list of shops where you can buy Japanese goods, services and art.

APPAREL

Upper East **R by 45rpm** — 17 E. 71st St. (bet. Mad son Ave. and 5th Ave.) 212-737-5545 — Clothing

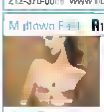
Midtown West **Artfit,Inc** — 21 W. 56th St. Suite 1E (5th & 6th Ave.) 212-207-8005 — Clothing

Midtown East **BLOOM New York**

Bloom is one of Japan's largest and most renowned jewelers with over 200 branches. This is our first U.S. branch. Exclusive designs are simple, dainty and very unique. You will fall in love with our fine steel, titanium, pink gold and silver jewelry. Come visit us!

361 Madison Ave. (bet. 45th & 46th St.) 212-370-0091 www.BLOOM.co.jp — Jewelry

Midtown East **Ripplu**



Japanese expert in body shaping undergarments with 20 years of experience. Specializes in custom-altered fits from small 30A to full 40H to enhance body shape. Three-step system gradually reshapes tissue through a series of bras to increase fit naturally.

575 5th Ave., 2nd Fl (at 47th St.) 212 355-2223 www.ripplu.com — Lingerie Shop

Midtown East **Royal Chic** — 535 Madison Ave. (at 56th St.) 212-980-0555 — Clothing

East Village **ARGASY** — 435 E. 9th St. (bet. 1st Ave. & Ave. A.) 212-982-7918 — Clothing

East Village **BOBBY 2000** — 104 E. 7th St. (1st Ave. & Ave. A) 212-674-7648 — Clothing

East Village **Local Clothing** — 328 E. 9th St. (bet. 1st & 2nd Ave.) 212-777-3650 — Clothing

East Village **Tokio 7** — 64 E. 7th St. (bet. 1st and 2nd Ave.) 212-353-8433 — Clothing

East Village **Tokyo Joe** — 334 E. 11th St. (bet. 1st and 2nd Ave.) 212-473-0724 — Clothing

Lower Mhn **Junko Yoshioka** — 154 Spring St. 2 Fl. (W. Broadway & Wooster St.) 212-226-5902 — Clothing

Lower Mhn **Kazuyo Nekono NY** — 117 Crosby St. (bet. Houston and Prince St.) 212-941-7053 — Accessories

Lower Mhn **Mieko Mintz** — 86 Thompson St. (bet. Spring & Broome St.) 212-627-1524 — Clothing

Lower Mhn **Mike Inotome** — 93 Reade St. 2Fl (bet. W. Broadway and Church) 212-966-7777 — Clothing

Lower Mhn **msg.** — 66 Kenmare St. (bet. Mott and Mulberry) 212-334-4032 — Clothing

Lower Mhn **R by 45rpm** — 169 Mercer St. (at Houston St.) 917 237-0045 — Clothing

Lower Mhn **Sense of Wonder** — (bet. Sullivan & Thompson Sts.) 212 343-2444 — Clothing

Lower Mhn **tutu** — 55 Spring St. (bet. Lafayette & Mulberry) 212 219-9548 — Clothing

Lower Mhn **UNIQLO** — 546 Broadway (bet. Prince & Spring St.) 917 237-9600 — Clothing

Lower Mhn **Yomak** — 321 1/2 Bleecker St. (Christopher & Grove) 212-807-0100 — Clothing

Lower Mhn **Yohji Yamamoto** — 103 Grand St. (at Mercer St.) 212-966-9085 — Clothing

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2141 Broadway (bet. 75th & 76th Sts), NYC
Contact for business opportunity 212-873-6272

J-POP CULTURE

Uptown West — Kim's Video Columbus U
2905 Broadway (bet. 113rd & 114th St.)
212-864-5321 — Anime

Midtown West — Jim Henley's Universe
4 W. 33rd St. (at 5th Ave)
212-268-7086 — Manga

Midtown West — Kinokuniya Bookstores
10 W. 49th St. (bet. 5th & 6th Ave)
212-765-7766 — Manga

Midtown West — Kinokuniya Bookstores
1073 Ave. of the Americas (bet. 40 & 41)
212-869-1700 — Book

Midtown West — Midtown Comics
200 W. 40th St. (at 7th Ave.)
212-302-8192 — Anime

Midtown — Book Off

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14 E. 41st St. (bet Madison & 5th Ave.)
212-685-1410 — Book Store

Midtown East — Midtown Comics
45th Lexington Ave. (at 45th St.)
212-302-8192 — Anime

Chelsea — Cosmic Comics
10 E. 23rd St. 2nd Fl. (at Madison Ave.)
212-460-5322 — Manga

Chelsea — Image Anime
242 W. 30th St. (bet. 7th & 8th Ave)
212-631-0966 — Anime

East Village — Forbidden Planet
840 Broadway (at 13th St.)
212-473-1576 — Toy

East Village — Kim's Video St. Marks
6 St. Marks St. (bet. 2nd & 3rd Ave.)
212-505-0311 — Anime

East Village — St Marks Comics
11 St. Marks Pl. (bet. 2nd & 3rd Ave.)
212-598-9436 — Manga

East Village — Toy Tokyo
121 2nd Ave. 2nd Fl. (bet. 7th & St. Marks Pl.)
212-673-5424 — Toy

East Village — Video Games New York
202 E. 6th St. (at 3rd Ave.)
212 533-1030 — Toy

Lower Mhn — kidrobot
126 Prince St. (bet Greene and Wooster)
212-966-6696 — Toy

Upstate — Book Off
1-15 N.Central Ave. Hartsdale, NY 10530
914-683-6440 — Book

Upstate — Kinokuniya Bookstores
3300 Palisades Center Dr. West Nyack NY
845-353-4600 — Book

New Jersey — Kim's Video
58 Town Square Pl. Jersey City NJ 07032
201 795-8008 — Anime

California — Digital Manga Inc
1487 West 178th Street, Gardena, CA 90248
310-817-9010 — Manga

TRADITIONAL

Midtown East — Minamoto
208 E 5th Ave. (at 49th St.)
212-486-3747 — Confectionery

Midtown East — Precious Pieces
5 Tudor City Pl. #102 (40th & 41st St.)
212-682-8505 — Parchment

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410 Park Ave. (bet 54th & 55th St.)
212-231-8126 www.wuhaonyc.com — Towel

Chelsea — KYOTOYA
23 W 19th St (bet 5th & Broadway)
212-414-0720 — Dishware

West Village — Machizukuri WAJIMA
551 Laguardia Pl (bet Bleecker & W 3rd St)
212 979-9450 — Dishware

Lower Mhn — KITEYA SOHO

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464 Broome St. (bet. Mercer & Greene St.)
212-219-7505 www.kiteyany.com — General

Lower Mhn — Korin
57 Warren St. (bet. Church St and W. B'way)
212-587-7021 — Dishware

Lower Mhn — Seasons
115 Crosby St. (bet Hudson & Prince St.)
212-226-0757 — Furniture

Brooklyn — KIVIYA
42 Mayer St. Brooklyn, NY 11206
718-218-8181 — Dishware

Brooklyn — Sara Arts
143 Greene Ave 2nd Fl. Brooklyn, NY
917-930-4172 — Towel

Soho — Toki

Art on plates is another aspect of enjoying a meal. Japanese tradition is to choose the right shape, size and colors of a plate so as to the food being served. Experience Japanese tableware at Toki...direct importer of Japanese pottery in Palisades Mall.
Palisades Center Mall 3rd Fl West Nyack, NY
845-358-0195 www.utsuwa.com — Dishware

New Jersey — Utsuwa-No-Yakata
595 River Rd. Edgewater, NJ 07020
201-941-1902 — Dishware

GALLERY

Midtown East — Neo Gallery
1050 2nd Ave. (bet 55th & 56th St.)
212-308-8311 — Gallery

Chelsea — Gallery memoria
521 W 20th St (bet 10th & 11th Ave.)
212-695-8035 — Gallery

Chelsea — NYCoo Gallery
20 W 22nd St. (bet. Broadway & 6th Ave)
212 390-1148 — Gallery

West Village — Art Zen Gallery
236 West 10th St. (Hudson and Bleeckerss St.)
646-496-3222 — Gallery

Lower Mhn — Asian American Arts Ctr
26 Bowery 3rd Fl. (bet. Bayard & Pell St.)
212-233-2154 — Gallery

Lower Mhn — Gallery gen Tribeca
168 Franklin St. (bet. Hudson & Varick St.)
212-226-717 — Gallery

Lower Mhn — gallery onetwentyeight
128 Rivington St. (bet. Essex & Norfolk)
212-674-0244 — Gallery

Lower Mhn — Zakka Corp
135 Plymouth St. (bet. Pearl and Jay St.)
718-801-8037 — Gallery

OTHER

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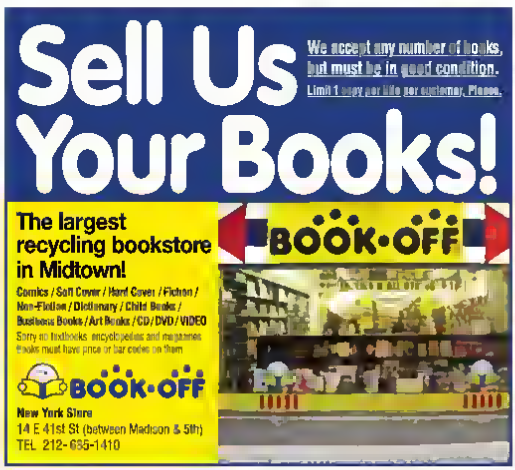
212-888-0303 www.TerryMayNY.com — Flower Shop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School Guide

The following is a list of schools we've enjoyed in Pan-Japanese style

LANGUAGE

Midtown East — Amity Language Institute — Japanese
124 E. 40th St. #2003 (bet. Park & Lex. Ave.)
212-687-1374

Midtown East — Japan Society — Japanese
333 E. 47th St. (bet. 1st & 2nd Ave.)
212-832-1155

Midtown East — Language House — Japanese
545 Fifth Ave. # 910 (at 45th St.)
212 949-5455

Chelsea — ABC Language Exchange — Japanese
137 W. 25th St. # 1204 (bet. 6th & 7th Ave.)
212-563-7580

Chelsea — Tenri — Japanese
43A W 13th St (bet. 5th & 6th Ave.)
212-645-2900

Upstate — Japanese Study Hall — Japanese
22 Orchard Ave. #F Rye, NY 10580
917-697-2517

TRADITIONAL

Upper West — Ikenobo Society NYC — Ikebana
30 W. 60th St. #K (Columbus & Broadway)
212-757-8748

Upper West — Sogetsu Ikebana School — Ikebana
201 W. 70th St. (at Amsterdam Ave.)
212-873-5115

Upper East — Earthworks Pottery — Pottery
1705 1st Ave.(at 88th St.)
212-876-5945

Upper East — Urasenke Chanoyu Ctr — Sado
153 E. 69th St. (bet. 3rd & Lexington Ave.)
212 988-6161

Chelsea — The Okashi Institute — Shiatsu
147 W. 25th St. 9th Fl. (6th & 7th Ave.)
800-810-4190

M-town West — New York Togei School — Pottery
5 W. 30th St. 3rd Fl. (bet. 5th & Broadway)
212-268-1711

M-town West — The Nippon Club — Sado
145 W. 57th St. (bet. 6th & 7th Ave.)
212-581-2223

Lower Mhn — Ikebana Flowers NY — Ikebana
173 Lafayette St. #207 (Broome & Grand St.)
212 255-1765

Lower Mhn — Kampo Cultural Center — Calligraphy
31 Bond St. (bet. Lafayette St. & Bowery)
212-228-3063

Queens — K-sui Shodo — Shodo

Japanese calligraphy is the art of drawing characters with a brush to express beauty and spirituality. You will enjoy the balance, rhythm and gracefulness of lines. Private lessons from beginner to intermediate. Make your own signature scroll at the end of lessons.
23-11 38th St. 2nd Fl. Long Island City
718-278-0508

Japan — Ikebana International — Ikebana
info@ikebanany.org
212 724-7067

Japan — Obara School of Ikebana — Ikebana
obaranyc@aol.com
646-314-3537

MARTIAL ARTS

Upper West — Kokushi Budo Institute — Karate
332 Riverside Dr. (bet. 105th & 106th St.)
212-866-8777

Upper West — NY Yoshinkan Aikido — Aikido
2726 Broadway 3rd Fl. (bet. 104th & 105th St.)
347-559-0422

Upper West — Shorinryu Matsubayashi — Karate
131 W 72 St 2A (bet. Amsterdam & Columbus)
212-875-1128

Upper West — Shotokan Karate-Do NY — Karate
2121 Broadway 4th Fl. (at 74th St.)
212-799-5500

Upper West — UWS Kanshikai Karate — Karate
2744 Broadway, 2nd Fl. (bet. 105th & 106th St.)
917 291-0467

Upper East — NYC Kendo Club — Kendo
351 E. 74th St. 5th Fl. (bet. 1st &2nd Ave.)
212-074-6161

Upper East — Ultimate Karate USA — Karate
1950 3rd Ave. 3rd Fl. (at 107th St.)
212-426-4655

Upper East — WTKO Honbu Dojo — Karate
206 E 83rd St. (bet. 2nd & 3rd Ave.)
212 207 1907

Midtown West — Aikido of Manhattan — Aikido
50 W 30th St. 3rd Fl. (at 6th & 5th Ave.)
212-575-0151

Midtown West — KYOKUSHIN KARATE — Karate

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212-947-3334 www.kyokush nkarate.com

Midtown West — New York SATO OOJO — Karate
257 W. 39th St. 14Fl. (bet 7th & 8th Ave)
646-235-0293

Midtown West — Skinjinbukan New York — Karate
250 W 57th St. #529 (Broadway & 8th Ave)
917-400-3183

Midtown East — Kenshikankan Karate — Karate
YMCA. 224 E. 47 St. (bet. 2nd & 3rd Ave.)
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Japanese Lesson #5

[phrase] いかがですか。

Ikaga desu ka

(How do you like it? How's it going? Would you care for ~?)

Suppose you are in a restaurant and about to finish your main course. Your server approaches your table and asks, "**Ikaga desu ka**." This is a shortened form of "**O-shokuji wa ikaga desu ka**" meaning, "How is your dinner?" If you like it, you would say, "**Oishii desu**" (It's delicious) and if you want to order more, "**Menyu o misete kudasai**" (Can I see the menu?), which is the phrase you learned in Lesson #2. You might also hear questions such as, "**Dezaato wa ikaga desu ka**" (Would you care for dessert?), or "**Wain wa ikaga desu ka**" (Would you care for wine?).

Let's take a look at this conversation in the middle of dinner.

Server: **Ikaga desu ka** (How is your dinner?)
Guest: **Oishii desu** (It's delicious.)
Server: **O-sake no okawari wa ikaga desu ka** (Would you like another bottle of sake?)
Guest: **Ii desu ne. Sake risuto o misete kudasai** (That sounds good. Can I see the sake menu?)
Server: **Hai. Kochira desu** (Here you go.)
Guest: **Osusume wa arimasu ka** (Do you have any recommendations?)
Server: **Kochira wa ikaga desu ka. Hokkaido no o-sake desu** (How about this. It's sake from Hokkaido.)
Guest: **Ii desu ne. Sore o kudasai** (Sounds good. I'll take that one.)
Server: **Arigatou gozaimasu** (Thank you.)

You see several phrases that you've learned in the previous lessons such as "**~o kudasai**," "**~o misete kudasai**," and "**~wa arimasu ka**." Also, some might notice the way the server uses "**kochira**." It is a polite form of "**kore**." Speaking of politeness, "**~ ikaga desu ka**" can be switched to "**~ do desu ka**." These two phrases have exactly the same meaning—the only difference is the degree of politeness. Be careful not to use "**~ do desu ka**" with your superior!

Illustration by *Ai Tatebayashi*

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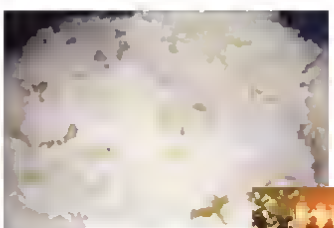
Pi Water aficionados extol the virtues of high quality water

With its super-fine molecules and high energy, Pi Water is known for its various health and taste benefits. Two of the many fans of Pi Water talk about its surprising effects and how they have made it part of their daily lives.

THE TASTE, WHICH PLEASES GOURMANOS, COMES FROM HIGH QUALITY WATER.

Shinbashi, the upscale sushi restaurant in midtown Manhattan, has employed Pi Water since its opening last September. "It's simply because we want to serve excellent food and water," says *Mr. Shinichi Tomonari*, president of the Shinbashi group. *Mr. Tomonari* first learned of Pi Water from the new restaurant's architect. Immediately after tasting this water, *Mr. Tomonari* decided to use it in his restaurant and installed two types of Pi Water appliances. "We use Pi Water for cooking as well as drinking. *Shari* [steamed rice] is particularly important for making good sushi. Pi Water enables us to make great *shari*," he says, revealing the secret ingredient in their superb dishes. "Our customers are all gourmands. American business people from the neighborhood during the daytime and Japanese in the evening. Thanks to the water, we can meet their high expectations."



◀ *The power of Pi Water makes shari, steamed rice for sushi, tastier*

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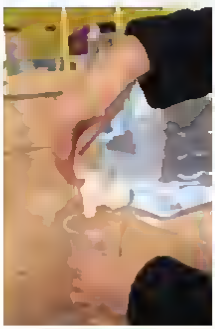
THE WATER HEALS SEVERE ECZEMA EFFECTIVE FOR SKIN GLOW AS WELL

Ms. Tatjana Matano uses Pi Water both at home and at her workplace, a Montessori nursery in Washington Heights. She was introduced to the water about three years ago. "My daughter, who was almost 4 years old at the time, suffered from severe eczema. It was painful, especially at night, and we had to wake up every two hours to apply ointment all over her body, neck, and face. She scratched so hard that she even bled sometimes. We had no idea why she went through this skin trouble because none of the other family members had this problem. In the meantime, my husband found Pi Water through a free Japanese newspaper, and then we contacted Pi Water, Inc. At first, we tried the Pi Water concentrated extract, called Pasen Gen, just adding few drops to the regular water. Immediately after that, we noticed a positive effect. Then we bought a countertop processor for the kitchen. This made my daughter's eczema a lot better," says *Ms. Matano*. After that, they added the Bio Kyss Shower Head, and now all the family members use the high quality water. *Ms. Matano*'s younger sister *Katya* finds that Pi Water has been beneficial for her skin as well, saying, "I don't know why, but I realized my skin changed completely right after starting to use Pi Water. It's absolutely amazing!" *Ms. Matano* adds, "I have introduced Pi Water to my nursery and use it for drinking water and cooking as well to provide good water for my kids. It is important to take good water internally and externally." She takes healthful water every day.



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CHERRY BLOSSOM – THE EPHEMERAL BEAUTY OF JAPAN

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CHERRY BLOSSOM — THE EPHEMERAL BEAUTY OF JAPAN

Cherry trees blossom as if it marks the official start of spring in Japan. It requires a certain temperature and the blossom starts from the south of the country. Stretching from south to north, the blossom line indicates the beginning of spring, and the Japanese Meteorological Agency officially reports where the "cherry blossom front" is for the spring temperature report. Starting in Okinawa, the southern most island of the Japanese archipelago, it takes about a month to reach to the northern most point on Hokkaido, the northern island.

The visual beauty of cherry blossom is also extraordinary. With its sensitive pink color, the petals shine elegantly in the daylight and are illuminated gloriously at night. Even at the end of the blossoms, the petals fall so beautifully, and it looks just like very light pink snowflakes. Flowers are so fragile that a warm spring rain can easily cause the petals to fall. This ephemeral beauty symbolizes the transience of human life, the flowers are beautiful but short-lived, and the end of the blossom is sentimental. This is translated into the traditional Japanese samurai spirit, the belief that life was brief and beautiful, just like the cherry blossom.

The beauty of cherry blossom went even overseas. At the Paris Exposition Universelle in 1867, progressive European artists were fascinated by the exotic beauty and the new sense of beauty from the country of the rising sun. This was the beginning of the new style trend known as Japonisme, which prominent artists such as Van Gough, Lautrec, Manet, Renoir, Degas, Monet, Gaugin and more followed. In 1912, the Japanese government gave 3,000 cherry trees to the US government as a token of friendship. Today, these trees blossom every spring, which draws the whole Washington area to celebrate the beginning of the spring.

Being such a symbolic and important tree, cherry trees have been planted everywhere in Japan – public parks, school yards, historic sites, river banks, deep mountains and so on - so that they can enjoy the blossom everywhere. *Hanami*, the cherry blossom viewing, is the traditional activities among the Japanese people, and under the trees are the best spot for *hanami*. People picnic with food and beer, sometimes with sake as well. Eating, drinking, chatting and singing, people celebrate the natural beauty and the start of the warm season. Stroll around wherever you go in Japan and find your own spot for *hanami*. Some *hanami* locations became nationally famous over the years and, along with the local interest, these are spring destinations that guarantee the spring view of the fantastic Japanese beauty.

©Y Shimizu

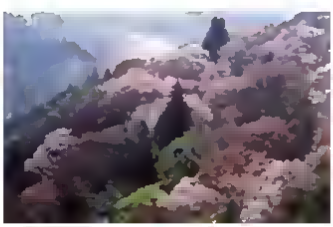
△YOSHINO MOUNTAIN, NARA

(WHEN TO GO: EARLY TO MID APRIL)

A one-hour train ride from the central Nara, where the very first capital of Japan was built in 710, is Yoshino Mountain, part of the Kii mountain range, which is a UNESCO world heritage sites "Sacred Sites and Pilgrimage Routes in the Kii Mountain Range." The 8km (5 miles) long mountain range is filled with cherry blossom from the end of March to early April with 30,000 cherry trees on the mountain side, which is divided into four sections from the lower level to the top, Shita-Senbon (bottom thousand trees), Naka-Senbon (middle thousand trees), Ue-Senbon (upper thousand trees) and Oku-Senbon (back thousand trees). Since the trees blossom from the lower section to the top, Yoshino Mountain has plenty of visitors for longer time. In addition, the mountain view from a distance is also famous as the pink color spreads gradually from the bottom to the top.

There are almost 200 kinds of cherry trees in Yoshino Mountain, and the majority of them are *shiro-yama-zakura* (white mountain cherry). However, the most major kind in Japan is called Somei-Yoshino, which is translated as Yoshino Cherry, named after this famous cherry mountain Yoshino.

ACCESS From Osaka Abeno-hashi Station, take Kintestu Minami-Osaka Kyuko Line for 85 minutes to Yoshino. Take the gondola from the Yoshino-San station to the mountain top. Shuttle bus service will be available during the top cherry blossom season. It is a good hiking mountain if not taking the gondola.



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△KIYOMIZU-DERA TEMPLE, KYOTO

(WHEN TO GO: LATE MARCH TO EARLY APRIL)

This is one of the most famous temples in Japan and cherry blossom may not be necessary to lure tourists to this place. However, Kiyomizu-dera Temple was so significant even centuries ago that many cherry trees were planted. They all grew large over the centuries and now gorgeously light up the spring at the Temple. The view of the cherry trees from the famous wooden platform of the Temple is absolutely stunning, and has been amazing people for centuries.

△MARUYAMA PARK, KYOTO

(WHEN TO GO: LATE MARCH TO EARLY APRIL)

No question about not to visit this park that is located in the center of Higashiyama, the old entertainment center of Kyoto when it was a capital. Surrounded by several historic and tourist sites, this is the most famous public park in Kyoto and easy to stop by to enjoy the cherry blossom while strolling.

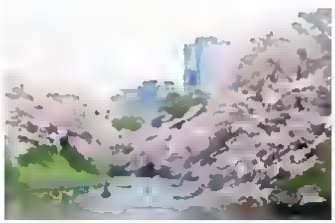
around the historic Kyoto

The cherry tree that makes this park so special with cherry blossom viewing is *shidare-zakura*, drooping cherry tree, which stands mysteriously, glamorously and romantically. With the exclusive traditional cityscape, the cherry view is tremendously unique in Kyoto

©Y Shimizu

△CHIOORI-GA-FUCHI, TOKYO
(WHEN TO GO: EARLY APRIL)

Tokyo is bustling even when the cherry trees are blossoming. The parks around the imperial Palace in central Tokyo are where the locals gather to enjoy the blossoming cherry trees, and the most famous is Chidori ga fuchi. Just a few minute walk from a few subway stations in Tokyo's central district, this park serves as an urban oasis and the 0.5 mile long promenade and the boathouse provide you the best view of 260 cherry trees planted around the moat. The natural pink color of the cherry trees is contrasted on the stone wall of the moat, which presents a very unique and tasteful contrast. Night time has a different beauty of the blossoms that are all lit up



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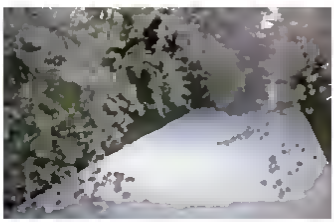
△HIROSAKI CASTLE, AOMORI
(WHEN TO GO: LATE APRIL TO EARLY MAY)

The most famous place to celebrate the late beginning of spring in northern Japan is around this historic Hirosaki Castle that was built in the 17th century. With more than 2,600 cherry trees, Hirosaki Castle is the largest cherry blossom viewing site in the northern part of Honshu, the main island of Japan. The trees are planted around the Castle Ruins, attracting more than 2 million people every year for viewing the beautiful pink colors and walking under the cherry tree tunnels while petals are gracefully falling. Besides the historic locations like Horisaki Castle, Aomori Prefecture still has deep nature preserved to this day, and peripheral areas are great nature and adventure destinations. one of UNESCO's world heritage sites, Shirakami-Sanchi mountain range, is accessible by car from the City of Hirosaki.

ACCESS: Take domestic flight to Aomori Airport (70 minutes from Haneda, Tokyo). Take the bus from Aomori Airport for one hour to Hirosaki.



△MATSUMAE PARK, HOKKAIDO
(WHEN TO GO: END OF APRIL TO LATE MAY)

The beginning of spring in Japan's northern island starts from here. When cherry blossoms are over in most of the country, Matsumae Park in Hokkaido becomes the cherry blossom capital of Hokkaido. With almost 10,000 cherry trees, the Matsumae Park also attracts visitors with the historic Matsumae Castle, which was finished in 1854 by the local Matsumae Clan and became the last castle built in the traditional Japanese style. The castle was carefully restored and turned into one of the most popular destinations in Hokkaido, the major destinations for winter resorts and rich seafood regions that serve fabulous sushi and seafood cuisine

ACCESS: From Hakodate, the southern gateway of the island, take JR Esashi Line for 73 minutes (40 minutes by the Hakucho Express) and take the local Hakodate Bus Line for two hours to Matsu-Shiro.

–Nori Akashi, Marketing Specialist at the New York Office of JNTO

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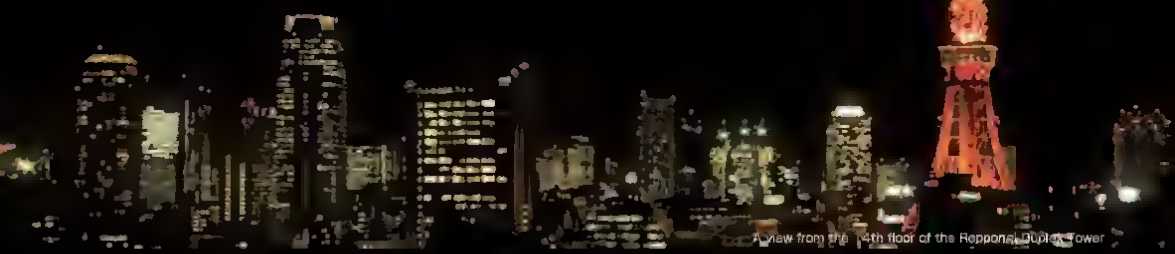

A view from the 45th floor of the Roppongi Duplex Tower

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Departure: 3/22, 6/23 OSAKA-BEPPU-KUMAMOTO-NAGASAKI-FUKUOKA-YAMAGUCH-HIROSHIMA-OKAYAMA
<Specialty> Aso National Park Akiyoshido Cave Kintai Bridge, Miyajima Korakuen Garden Ryokan (Japanese Style Inn)
TAKAYAMA FESTIVAL 8DAYS $2,698
Departure 4/11 OSAKA-KYOTO-NAKA-TAKAYAMA-MT. FUJI-HAKONE-TOKYO
<Specialty>Sanno Spring Festival at old Town Shirakawago Ryokan (Japanese Style Inn)
JAPAN ALPINE HIGHWAY 8DAYS $2,698
Departure 5/10 OSAKA-KYOTO-NARA-TAKAYAMA-KANAZAWA-MT. FUJI-HAKOHE-TOKYO
<Specialty> Shirakawago Tateyama Kurobe Alpine Route Lake Suwa Ryokan (Japanese Style Inn)
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Japanese Book Ranking *(data provided by Kinokuniya Bookstore)*

MEDICAL MYSTERY KEEPS STRONG IN PAPERBACK

HARDCOVER TOP 5 IN JAPAN (2/4-10)

	Book title	Author	Publisher
1	*Kater Kyoshi Hitman Reborn! Secret Bullet*	*Akira Amano & Hideaki Koyasu*	*Shueisha*
2	*Heksagon Donru*	*N/A*	*Fusosha*
3	*Freestyle*	*Satoshi Ohno*	*M Co.*
4	*Inochi no Hou*	*Ryuhou Ookawa*	*Koufuku no Kagaku*
5	*Yume o Kanaeru Zou*	*Keiya Mizuno*	*Asukashinsha*

THE MONTHLY PICK

WATASHI NO OTOKO

"Watashi no Otoko" literally means "my man." In this case, the 24-year-old female protagonist's man is her father. The story of forbidden love between father and daughter traces back to their past and unfolds how they became inseparable. Kazuki Sakuraba is a rising writer who has just received the Naoki Award for this book. She engraves the bliss of falling beautifully. (Rank #14)

PAPERBACK TOP 5 IN JAPAN (2/4-10)

	Book title	Author	Publisher
1	*The Glory of Team Batista (1)*	*Takeru Kaidou*	*Takarajimasha*
2	*The Glory of Team Batista (2)*	*Takeru Kaidou*	*Takarajimasha*
3	*Shinigami no Seido*	*Kotaro Isaka*	*Bungei Shunju*
4	*Randokku no Kokuin*	*Kaoru Kurimoto*	*Hayakawa Shobo*
5	*Inpei Sousa*	*Bin Konno*	*Shinchosha*

THE MONTHLY PICK

THE GLORY OF TEAM BATISTA

This is not just a Japanese version of "ER" or "Grey's Anatomy." Written by a real life doctor, this medical novel digs into the mystery of a series of accidental deaths during cardiovascular operations with a comical but serious touch. Awarded the best "Kono Mystery ga sugoi" Award, it swept Japan last year, and the movie based on this novel is now in theaters in Japan. (Rank #1&2)

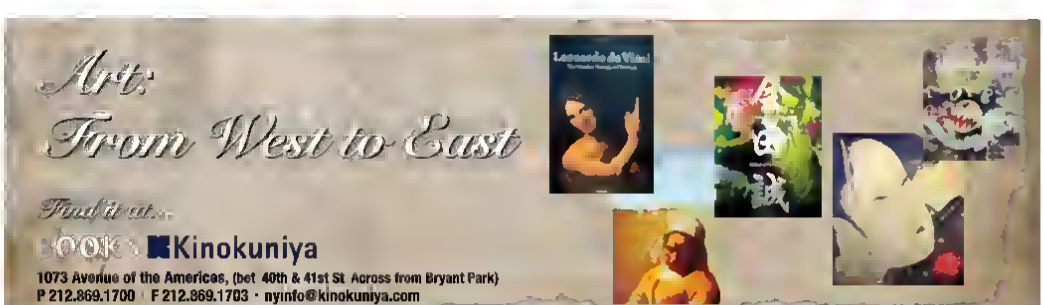
JAPANESE BOOK TOP 5 IN NEW YORK (JANUARY)

	Book title	Author	Publisher
1	*Kateigaho Int'l 2008 Winter*	*N/A*	*Sekaibunkasha*
2	*Supreme Book vol.3*	*N/A*	*Wani Books*
3	*New York Benricho vol.16*	*Kotaro Isaka*	*Y's Publishing Co., Inc.*
4	*Josei no Hinkaku*	*Mariko Bando*	*PHP Kenkyusho*
5	*Denim Indigo Master*	*N/A*	*Ei Publishing*

THE MONTHLY PICK

JOSEI NO HINKAKU

"Hinkaku" can be translated into "elegance" or "respectable taste." In the past few years, many books about "hinkaku" have been published. This book specifically deals with women's hinkaku. In other words "how to be an elegant woman." From fashion to speaking pattern, attitude, and even lifestyle, it helps the readers to obtain Japanese elegance. (Rank #4)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entertainment * film

THEY CAME FROM PLANET WEIRD

by Grady Hendrix

A surreal transmission beamed directly from Planet Japan, *Funky Forest: the First Contact* isn't so much a movie as it is a fifth dimensional artifact that's fired into your brain and spends 150 minutes releasing a technicolored swarm of psychedelic imagery. Starting life as a series of bizarre Kit Kat commercials, *Funky Forest* morphed into a feature film under the six hands of directors *Katsuhito Ishii* (who directed the Ingmar Bergman on-LSD classic, *The Taste of Tea*), *Shinichiro Miki* and *Hajime Ishimine*, a.k.a. *Aniki*.

Featuring the Hot Springs Vixens, The Unpopular with Women Brothers, and The Shorty Trio Funky Forest is a series of strange vignettes that cross-pollinate one another, linked only by their love of dancing. It's also a study in cool, using deadpan icons like *Tadanobu Asano* (*Ichi the Killer*), experimental DJ tracks, a love of awkward 80's fashions and a sense of humor that moves beyond ironic and into the cosmic. Music, from electric violin solos to trippy cosmic trance, courses through this movie's veins like blood, and while Funky Forest makes no sense, it has acquired a cult following all over the world.

Studded with musical numbers, and biological monsters that crept out of a David Cronenberg film, Funky Forest is not a movie, it's an invitation to join a dancing army of holy fools and travel through time and space to the Planet Piko Riko. As the Shorty Trio says, right after their third miniature member emerges from an orifice in the middle of a television screen powered by the energy projected from a schoolgirl's belly button, "Some days people laugh. Some days... they don't."

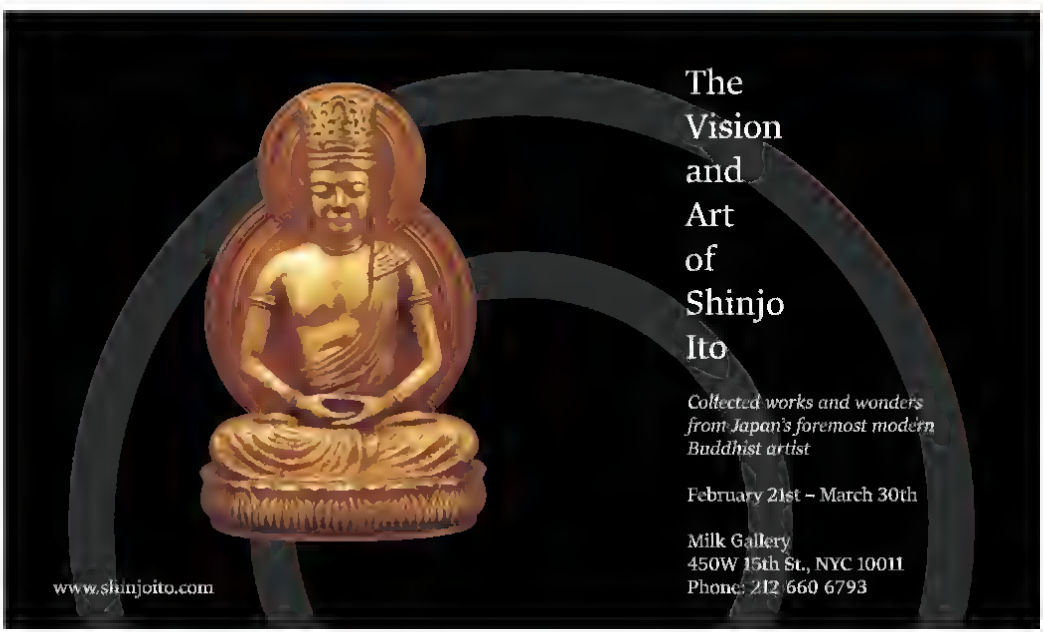
Grady Hendrix writes Kaiju Shakedown, Variety's blog about Asian entertainment.

Funky Forest: The First Contact
(2005)

Director: *Katsuhito Ishii, Shinichiro Miki, Hajime Ishimine*

Cast: *Tadanobu Asano* ("Ichi the Killer" "The Taste of Tea"), *Ryo Kase* ("Letters From Iwo-Jima"), *Rinko Kikuchi* ("Babel")

*Open on March 7th at the **ImaginAsian** theater (239 E. 59th St., New York)


The Vision and Art of Shinjo Ito
Collected works and wonders from Japan's foremost modern Buddhist artist
February 21st – March 30th
Milk Gallery
450W 15th St., NYC 10011
Phone: 212 660 6793
www.shinjoito.com

Exhibition

Through July 20
The Shape of Things: Chinese and Japanese Art from the Mr. and Mrs. John D. Rockefeller III Collection
Asia Society
This exhibition of ceramics, metalworks, sculptures, and paintings demonstrates that a depth of information can be revealed through the careful observation and study of the form of an object.
Location: 725 Park Ave, New York
Fee: $10/ $7 for seniors/ $5 for students with ID/ Free for members and persons under 16
Info: www.asiasociety.org

Through March 15
Mizue Sawano
Gerald Peters Gallery
Mizue Sawano is a New York based artist, who is known for her Cherry Blossom paintings. In this exhibition, she further explores the fleeting delicacy of Japanese foliage, in cherry blossoms and water lilies alike, and the way they serve as a metaphor for the transience of life.
Location: 24 E. 78th St., (bet. 5th & Madison Aves.)
New York, NY 10075
TEL: 212-452-6600 www.gpgallery.com

February 21-March 30
The Vision and Art of Shinjo Ito
Mfk Gallery
This is a landmark exhibition that commemorates Buddhism and a major Buddhist sculptor of Japan's Showa Era (1925-1989). The Vision of Art of Shinjo Ito features over one hundred pieces of Buddhist and secular sculpture, engravings, calligraphy, drawings, photography, audio-video installations and other artifacts. It gives U.S. audiences a once-in-a-lifetime opportunity to gain insight into the heart and mind of a major Buddhist figure of the 20th Century and one of Japan's most revered spiritual leaders. The exhibition includes related events and workshops such as "Sake Tasting with SAKAYA" (Mar. 6), "A Demonstration of Traditional Buddhist Chanting" (Mar. 9), "Japanese Taiko Drumming Performance and Demonstration" (Mar. 13), "The Way of Nirvana" (Mar. 16), and "Children's Day" (Mar. 22). All events are free and open to the public. To register, send your name, the title of the event you're interested in, and the number of people in your party to shinjoteevents@dc-nyc.com.
Location: 450 W. 15th St. (bet. 9th & 10th Aves.)
New York, NY 10011 / TEL: 212 660-6793 / www.shinjoito.com

February 27 - May 4
Designed for Pleasure: The World of Edo Japan in Prints and Paintings, 1680-1860
Asia Society
From luxury paintings of the pleasure quarters to Hokusai's iconic "Great Wave," "Designed for Pleasure" presents a focused examination of the period's fascinating networks of art, literature, and fashion, proving that the artists and the publishers and patrons who engaged them not only mirrored the tastes of their energetic times, they created a unifying cultural legacy.
Location: 725 Park Ave, New York
Fee: $10/ $7 for seniors/ $5 for students with ID/ Free for members and persons under 16
Info: www.asiasociety.org

February 29-March 29
Yuichiro Shibata: "Master of Color and Form"
Monkdogz Urban Art
Yuishiro Shibata set his base of his art in New York about 40 years ago. His "Landscape of Life" series is a dimensional study of life. Each of the works in this series is built on spiral lines, spheres and shadows created by those spheres. The spirals signify the cycle of life; the spheres, what life creates and the shadows prove the validity and existence of life's creations. The opening reception is on Feb. 28th from 5 to 8pm.
Location: 547 W. 27th St., (bet. 10th & 11th Aves.)
New York, NY 10001 / TEL: 212 216 0030

March 3 – May 3
Daring Visions – Prints of the Utagawa School
Joan B. Mirviss Ltd.
Joan B. Mirviss Ltd. presents an exhibition of masterworks of woodblock prints. It features a wide range of prints and paintings that demonstrate the variety and dynamism that established the Utagawa School as a dominant creative force in the nineteenth century. The exhibition runs concurrently with Designed for Pleasure: The World of Edo Japan in Prints and Paintings, 1680-1860 at the Asia Society and Utagawa: Masters of the Japanese Print, 1770-1900 at the Brooklyn Museum.
Location: 39 E. 78th St., 4th Fl. (bet. Madison & Park Aves.)
New York, NY 10075 / TEL: 212-799-4021

March 21 - June 15
The Genius of Japanese Lacquer: Masterworks by Shibata Zeshin
Japan Society and The San Antonio Museum of Arts
Shibata Zeshin (1807–1891) is history's greatest lacquer artist, recognized worldwide for his exquisitely detailed lacquered boxes, panels, sword mounts and other objects, as well as scrolls painted in both ink and lacquer. With The Genius of Japanese Lacquer: Masterworks by Shibata Zeshin, Japan Society presents the finest collection of the artist's works ever assembled outside of Japan.
Location: 333 E. 47th St., (bet. 1st & 2nd Aves.) New York, NY 10017
Info: www.japansociety.org

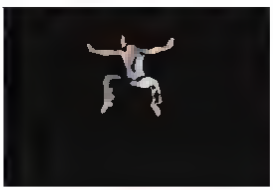
Performance

March 3rd
Mayuko Kamio: Violin
Carnegie Hall
In June 2007, Japanese violinist Mayuko Kamio won the

Gold Medal in the 13th International Tchaikovsky Competition in Moscow. Now she is presented in recital by the Young Concert Artists Series at Carnegie Hall (Zankel Hall)
Time: 7:30pm Tickets: from $10 to $40
Info. http://www.yca.org/karna.html (Mayuko Kamio's profile)
www.carnegiehall.org/SiteCode/Intro.aspx

March 21 and 22
Tzadik Label Music Series III Ikue Mori Celebrating 30 years of life Love & Music in NYC
Japan Society
Drummer/composer/laptop wizard Ikue Mori moved to New York in 1977 and has since launched a multi faceted career as a musician.
March 21 Mori takes the stage with Matt Welch and his gamelan ensemble Bhima Swarga, accompanied by video animation also by Mori, followed by a world premiere collaboration between Mori and extreme vocal artist Makigami Koichi. March 22 Mori's acclaimed solo over silent films by Maya Deren as presented at London's Tate Modern, makes its U.S. debut. Next, Mori performs with two of her main collaborations Phantom Orchard with harpist Zeena Parkins and guest percussionist Cyro Baptista, and the electro-acoustic trio Mephista with Sylvie Courvoisier (piano) and Suzie Ibarra (percussion)
Time: 7:30pm on both days. Fee: $25/ $20 Japan Society members. 2-day Pass: $42/ $35 Japan Society members. TEL. 212 715-1258
Info. www.japansociety.org

March 29 and 30
Spring Dance Performance in 2008
Saeko Ichinohe Dance Company
Saeko Ichinohe Dance Company will hold a creative program, bridging the two cultures of Japan and America. They will have two premiere performances and three other performances. Ms. Ichinohe's new work is inspired by cultures of Native American and Japanese Indigenous people Ainu. She will also perform "Incense," which is choreographed by an American modern dance pioneer Ruth St. Denis, whereas the American guest dancer will perform Ichinohe's work "Willow Tree."
Location: The Asley Citygroup Theater The Joan Weill Center for Dance 405 W. 55th St., (at 9th Ave) New York, NY 10019
TEL. 212-757-0953)
Time: 7:30pm on Mar. 29/ 3pm on Mar. 30
Fee. $20, $10 for seniors and children below 12, $10 for groups of over 10 people



Event Feature Creating Something New Out of Something Very Old

March 14 and 15
Ensemble Origin Japan
Contemporary Music on Ancient Instruments
Location: Zankel Hall at Carnegie Hall
154 W. 57th St. (at 7th Ave), New York, NY 10019
Info. (212) 247-7800
www.carnegiehall.org www.ensembleorigin.com

One of Japan's leading avant-garde composers, Toshi Ichiyanagi leads as artistic director at Ensemble Origin Japan, a two-day series of performances where new life is breathed into centuries old instruments. Making its U.S. premiere, the Ensemble Origin Japan performs contemporary compositions by Ichiyanagi and other Japanese composers. The Shinnyo-En Chorus of Japan also makes its U.S. debut performing shomyo, a type of Buddhist chanting. The catch here is that the musicians will play on careful replications of ancient Asian instruments that include the Kugo (type of harp), a haisho (similar to a European pan pipe), the hokyo (percussion instrument made of iron plates), and the gogen-biwa (five stringed lute), all dating back nearly 1,200 years. More traditional instruments to be played include the koto and shakuhachi, from Japan's medieval period.

With three performances in two days, the concerts will consist mainly of Ichiyanagi's compositions, taking a look back at the last 30 years of his career. Works will include "Still Time II" (1988), "The Source" (1990), "Time Sequence" (1976) and "Paganini Personal" (1982), along with the world premiere of his newest piece "Co-existence 2008," featuring shomyo and a chamber ensemble. Works by Masaru Tanaka and Atsuhiko Gondai will also make world premieres. While the goal here is to create new music with the use of instruments from the past, this event will also see the old perform with the new as the series culminates in a performance featuring traditional Japanese and Western classical music instruments in a grand finale. By taking instruments and music native to Asia that have long been lost or forgotten and reintroducing them back into Eastern and Western cultures, Toshi Ichiyanagi helps prove that this music is not only still relevant but also ahead of its time.

Lecture/Forum/ Film/Festival

February 26 March 11 and 31
Film series OUT OF THE ASHES Early Postwar Japanese Movies
The Weatherhead East Asian Institute at Columbia University, in conjunction with the Donald Keene Center of Japanese Culture
Curated by Linda Hoaglund, this film series focuses on works of filmmakers who turned to the bleak realities of the post war to inspire their movies and ultimately ushered in Japan's golden age of film
"Children of the Beehive" (SHIMIZU Hiroshi, 1948)
February 26 6:00 PM – 8:00 PM
Arledge Cinema, Lerner Hall, Columbia University
"Battles Without Honor and Humanity"
(FUKASAKU Kinji 1973)
March 11 6:00 PM – 8:00 PM
Davis Auditorium, Shapiro Center, Columbia University
"Doctor's Day Off" (SHIBUYA Minoru 1952)
March 31 6:00 PM – 8:00 PM
Arledge Cinema, Lerner Hall, Columbia University
Location: Columbia University
Info. www.columbia.edu/cu/weai/events/OutofAshes.html
Fee: Events are free of charge, but registration is required; RSVP to outoftheashes_weai@hotmail.com

February 28
Japanimation screenings "Xxxholic" and "Tsubasa Chronicles"
Japan Information & Culture Center, Embassy of Japan (JICC) and The DC Anime Club
JICC and The DC Anime Club screen two Japanese Animation. "Xxxholic" follows the story of a high school guy who can see ghosts invisible to everyone else. "Tsubasa Chronicle" is about a young girl who has the ability to see strange symbols and places she has never been. Both films are based on manga by the women's art collective CLAMP. The films are screened in Japanese with English subtitles. The event is free and open to the public. Reservations are required and can made at: jiccrsvpwinter08@embjapan.org
Location: Japan Information and Culture Center, Embassy of Japan
3 Lafayette Center 1155 21st St NW Washington DC 20036
TEL. 202 238 6949
www.us.emb-japan.go.jp/jicc

March 8
Japanese Papermaking Workshop at Horticultural Center
Shofuso, Japanese House and Garden
The papermaking expert, Winnie Radolan, will show you how to make your own Japanese paper. At the end of the class you will take home samples as well as ideas for using the paper. Pre-registration is required
Location: 4700 States Dr., Philadelphia, PA 19131 TEL. 215 878-5907
Time: 9:00am 12:00pm

Fee: $20 for nonmembers/$15 for members Info: www.shofuso.com

March 14
Film Screening: Plains Wanderer
(Daisogen no wataridori)
Japan Society
In the nine-part Wanderer series (1959-1962), Akira Kobayashi plays Taki a man with the looks of a Western hero--from a horse to fringe, a guitar and even a trusty bull-whip--traveling on Japan's back roads. Taki involves himself in a fight alongside the Ainu (Japan's abongines) against a developer who wants to turn their land into an airstrip
Time: 7:30pm Info: www.japansociety.org
Fee: $10/ $7 Japan Society members & seniors/ $4.50 students (first 20 tickets per screening)
Purchase Tickets: Online or call the Box Office at 212 715-1258

April 12 and 13
The 3rd Annual Coffee & Tea Festival
This event will bring coffee, tea and confectionary vendors together and introduce them to enthusiasts. It includes coffee and tea sampling, lectures, classes. Japanese Tea Ceremony (sponsored by TAFU New York), demonstrations, Java/Tea Lounge with music & entertainment. 50 % off from regular admission fee with promo code: CHOPSTICKS
Location: Metropolitan Pavilion
125 W 18th St., (bet. 6th & 7th Aves.) New York, NY 10001
Info: www.coffeeandteafestival.com

Events

March 9-11
Japan Pavilion
International Restaurant & Foodservice Show
About 20 strictly selected Japanese food providers, producers and manufacturers will participate in the International Restaurant & Foodservice Show. They present excellent Japanese ingredients and products such as organic green tea, fuji apples, freeze dried natto, wagyu, tsukuda-ni etc. The food show offers educational sessions and foodservice industry exhibitions accompanied by an innovative new product gallery, US pastry competition, catering symposium, and so on
Location: Jacob K. Javits Convention Center
Info: 1-888-334-8705
www.internationalrestaurantny.com

March 19
The Japanese Shinobue with Afternoon Tea
Kyotofu
This Afternoon Tea Japanese Cultural Series event features Jun Kubo, a master of the Shinobue, or Japanese flute. The afternoon tea is served with lunch and dessert with your choice of imported TAFU teas. Enjoy Japanese tea, sweets, and culture
Fee: $45 per person
Location: 705 9th Ave., (bet. 48th & 49th Sts.) New York, NY 10019
TEL: 212-974 6012 www.kyotofu-nyc.com

March 24
Spring New Release Sake Pairing Dinner
Kyotofu
Kyotofu presents a special sake dinner event "Spring New Release Sake Pairing." This features just released spring sake & namazake, which can be tasted in Kyotofu first, Kasumitsuru Shiboritate Namazake Genshu, Wataribune Junmai Ginjo Shiboritate Namazake Genshu, Taiheikai Nigori Namazake Eiko Fuji Junmai Ginjo Namazake, Hou Hou Shu "Bubbly Sake" Sparkling Sake and Chikurin Karoyaka "Lightbess" Junmai Ginjo. The event also includes a seven-course dinner & dessert, and Kyotofu original shochu cocktails.
Fee: $68 per person
Location: 705 9th Ave., (bet. 48th & 49th Sts.) New York, NY 10019
TEL: 212-974 6012 www.kyotofu-nyc.com

Happenings

Food Fairs in March Bring Spring Flavors
Mitsuwa Marketplace

Mitsuwa Marketplace in Edgewater, NJ, will have various events in March. Traditional Japanese sweets from Inaho Confectionary of Hokkaido will be available from Feb. 29 to Mar. 2. Mitsuwa will also hold Otafuku Fair (Mar. 8 & 9). This is sponsored by Otafuku Foods which is famous for tradional specialty sauce for Okonomiyaki, Yakisoba, and Takoyaki. The cooking demonstration of Hiroshima style Okonomiyaki will take place during this fair.
Location: 595 River Rd., Edgewood, NJ 07020 TEL: 201-941-9113

Grand Opening Special Set Menu
Yummy Sushi
Yummy Sushi, popular take-out sushi place in Rockefeller Center, has just opened its second location in Midtown East. Celebrating this, Yummy Sushi Midtown East serves the following set menu at special price of $5.95. One choice of California Roll, Tuna Roll, Salmon Roll, or Avocado Cucumber Roll with salad, two piece of fried dumpling, dessert (fruit cup or cookies), plus soda. They also offer 25% discount on all products after 5pm and 50 % discount after 6pm. Hot foods are also available. Saturdays and Sundays are closed
Location: 75 3rd Ave., Food Court Lower Level (at 53rd St.), New York, NY 10022 TEL: 212-888-8801

Trial Ticket "Touch for Two" on Sale
Ohashi Institute
"Acupressure without Pushing" is the philosophy that Ohashi Institute conducted. Their discount shiatsu service ticket "Touch for Two" is now available through February 29th. Two people can get a 60-minute-long Ohashiatsu® service at $90 (reg. $85 for 1 person). The ticket is valid for 3 months from the date of purchase.
Location: 147 W. 25th St., 6th Fl., (bet. 6th & 7th Sts.), New York, NY 10001 TEL: 1 800 810-4190 info@ohashiatsu.org

5 pairs of free tickets of Ensemble Origin Concert at Carnegie Hall
Ensemble Origin Japan

Ensemble Origin will premiere in the US on March 14th and 15th. The musical group lead by Toshi Ichiyanagi offers 5 pairs of free concert tickets for Chopsticks New York readers. Email to EO@lapnyc.com with the following information, the date of the concert, zip-code, address, name, and phone number with code# CHOPSTICKS. Application is limited to one for each person. The deadline is March 2nd
Info: www.ensembleorigin.com
Information for ticket give-away: info@lapnyc.com (Attn. Eda)
Information for the concert: Mikoca Productions TEL: 212 874-2030

Try Super Jumbo Curry and Get Regular One Free

GoIGoICurry!

A popular curry house, GoIGoICurry!, serves huge curry dish, World Champion Curry (5.5 lb), at $25 every day (Serving is limited to 5 per day). For a *Chopsticks New York* reader who completes eating it by himself/herself, they offer free coupon for another regular size curry. Why not try this and have fun, if you are super hungry or have a bottomless pit!

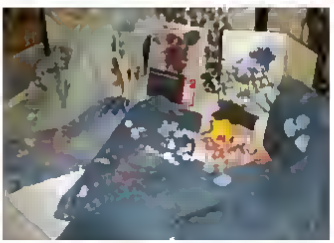
Location: Midtown / 237 W. 38th St., New York, NY 10018
East Village / 117 Second Ave., New York, NY 10003
TEL. 212 777-1086 www.gogocurryinc.com

Make Your Clothes Original by Yuzen Zome

Kiteya

Yuzen zome is a Japanese traditional dying technique developed in Kyoto. Kiteya, a select shop of products from Kyoto, now introduces a new service that helps you to create your original clothes by using the Yuzen Zome technique. Just choose one pattern you like from the customized patterns, Rising Up Dragon or Lucky Plum, and drop off your own T-shirts or jeans to the store. Kiteya sends your clothes to Japan and skilled artisans paint the pattern by hand on your clothes. After 3 to 4 weeks, you will get your original outfits. Rush service available at a certain cost. The price ranges $50 and up for T-shirts and $100 and up for jeans.

Location: 464 Broome St., (bet. Mercer & Greene Sts.)
New York, NY 10013 TEL. 212-219-7505 www.kiteyony.com



Enjoy Authentic Sushi & Rolls at the Early Bird & Saturday Special

212 Fukumatsu Restaurant

212 Fukumatsu has recently started serving Saturday Special and Early Bird Special. On Saturdays, they offer a la carte sushi, sashimi, and hand rolls at half price. They also serve 7 assorted sushi and tuna roll with miso soup and house salad at $10.50. If you visit there from 5:30 pm to 7 pm Monday through Friday, you can enjoy Early Bird Box (Teriyaki and California Roll) from $9.75. Vegetarian Box is also available.

Location: 212 E. 52nd St., (bet. 2nd & 3rd Sts.)
New York, NY 10022 TEL. 212-754-4840

Warm You Up by Singing Karaoke

Karaoke Duet

Popular karaoke box in Midtown, Karaoke Duet, has just opened its new venue on the other side of Midtown. The second Karaoke Duet is now serving one free drink per person to celebrate its grand opening. It has spacious 16 private rooms, including a party room, with a capacity of up to 30 people. Chilly weather would never stop your singing fever in this fully equipped karaoke box.

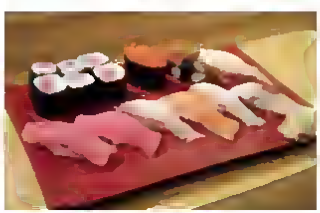
Location: 304 E. 49th St., (bet. 1st & 2nd Aves.)
TEL. 212-253-9030/8031 www.karaokeduet.com

Chance to Eat Sushi at Half Price for a Limited Time

Koito Sushi

A year old sushi restaurant on the Upper East Side, Koito Sushi celebrates its one year anniversary by offering a half price menu until the end of March. Sushi Deluxe including tuna, salmon, shrimp, ikura, eel, etc. (reg. $18) is available at $9. Or if you like to choose what you want, eat at least 10 pieces of sushi during this period, which allows you to enjoy sushi at half price. No roll included in this special offer.

Location: 310 E. 93rd St., (bet. 1st & 2nd Aves.)
New York, NY 10028 TEL. 212 426 1216



Lounge? Or Box? Choose Whatever You Like for Your Song

Karaoke Top Tunes

Karaoke lounge Karaoke Top Tunes has just opened in Midtown East the end of February. They are proud of their 100,000 song music collection, and they offer a cozy environment to their customers' tastes. If you like to sing on stage, just pay $2 per song without any cover charge. Also if you order one drink you can get 1 free song. They have 3 private rooms as well in which you can enjoy singing and drinking with no limit at $45-- per person.

Location: 303-305 E. 53rd St., (bet. 1st & 2nd Aves.),
New York, NY 10022 TEL. 212-758 3818 www.karaoketoptunes.com

Otaku Anime Tour 2008 Opportunity to Experience Japanese Anime & Manga World

JTB USA Inc.

Prestigious Japanese travel agency JTB USA Inc. presents unique tour for those who love Japanese pop culture. This 7-days-5 nights tour includes a visit to Ghibli Museum, Akihabara Electric Town, Manga Cafe, Pocket Monster Center at Hamamatsucho with English speaking guide. The highlight of this tour is a full-day visit to the Tokyo International Anime Fair. Tour date can be chosen from the following 4 options: Mar. 24-Mar. 30, Mar. 25-Mar. 31, Mar. 26-Apr. 1, and Mar. 27-Apr. 2. For more details and for downloading the application, go to www.jtbusa.com

Location: JTB USA Inc. Manhattan Office
156 W. 56th St., 3rd Fl., New York, NY 10019 TEL. 1-800-235-3523
JTB USA Inc. New Jersey at Mitsuwa Marketplace
595 River Rd., Edgewater, NJ 07020 TEL. 1-800-222-5824

WEB TV focuses on Unique Japanese Travel for Non-Japanese

Japan in Motion

TSS Production has launched a new web TV service, targeted at foreigners with an interest in Japanese culture and society. The site offers the visitors' a real look at today's Japan in English, Chinese and Korean.

Info. TSS Production
shirakami@tss-pro.co.jp www.japan-in-motion.com

Hocho (Japanese Knives) Maker Opens New Showroom

Kikuichi

Hocho (Japanese Knives) maker Kikuichi has just opened a new showroom in Englewood Cliffs, NJ. They exhibit over hundreds of Japanese Knives as well as cooking tools. They also start retail sales and after care services in the new showroom. Celebrating this, Kikuichi offers promotional lottery campaign, whose highest prize is $1000 houchou. The customers, who visit the showroom by May 31, will get giveaway. Also, you can enter via email.

Location: 560 Sylvan Ave., 3F Englewood Cliffs, NJ 07632
TEL. 201-567 8388 info@kikuichi.net
www.kikuichi.net

Exhibitions and Book Fairs at Japanese Bookstore

Kinokuniya Bookstore

The epicenter of Japanese culture in midtown, Manhattan, Kinokuniya Bookstore, presents a variety of exhibitions and book fairs this month. They include: "Tokyo Street Fashion from MARUIONE.JP" (Feb. 1-29), featuring the latest J-Pop fashion item produced by MARUIONE.JP; "Fashion Book Fair" (Feb. 1-29); "The 110th anniversary of the Japan Times" (Mar. 1-31), focusing on the titles published by the Japan Times; and "Young Artists' Books Fair 2nd" (Mar. 23-30), collecting artist books created by young artists' fresh viewpoints.

Location: 1073 Avenue of Americas (bet. 40th & 41st Sts.)
New York, NY 10020
TEL. 212-765-7766 www.kinokuniya.com

ENSEMBLE ORIGIN JAPAN

FEATURING THE SHINNYO-EN CHORUS OF JAPAN

contemporary music on ancient instruments

at ZANKEL HALL AT CARNEGIE HALL
Fri & Sat, March 14 & 15, 2008

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and AsianArts

Sponsored by Shinnyo-En

Ensemble Origin in Concert
Friday and Saturday
March 14 and 15 7:30 PM
at Zankel Hall at Carnegie Hall
$30-$45

The Music of Toshi Ichiyanagi
Including discussion between the composer and
Japanese multiral expert Bonnie Gordon
Saturday March 15 2:00 PM
at Zankel Hall at Carnegie Hall $15-$25

[Symposium] The Institute for Medieval Japanese Studies at Columbia University presents
Ancient Soundscapes: New Echoes New Music on Reborn Ancient Eurasian Instruments
Thursday March 13 5:00–9:00 PM at CASA ITALIANA AT COLUMBIA UNIVERSITY
Presented in cooperation with The Center for Ethnomusicology at Columbia University
and The Donald Keene Center of Japanese Culture Info/Call 212-854-7403 or visit www.medievaljapan.org

Carnegie Charge :212-247-7800 www.carnegiehall.org Carnegie Hall Box office 57th St. and 7th Ave. Groups/Information: 212-074-2030 Student/Senior & Group discounts available

Cover Artist Wanted

Chopsticks New York is the first free magazine solely devoted to information about Japanese related shops, restaurants, topics, and events in New York as well as dealing with culture, phenomena and trends in Japan. We are currently looking for a talented cover artist. Anybody can enter the contest. No experience required, you only need your own vision for this unique magazine. We look forward to your fresh ideas, unique approach, and original view.

Entry Rules

Submission materials

1. A short essay explaining your approach to the cover of *Chopsticks New York*. Clarify how you think your artwork represents the concept of the magazine
2. A CD with sample images you would like to use for the cover as well as your portfolio
3. Your resume (Please mail all of the materials to the following address)

Trend Pot, Inc. Attn: Chop Cover Contest
30 W. 26th St., 10th Fl. New York, NY 10010
Application deadline: March 14th, 2008 / No entry fee

Prizes

1st Prize One-year contract as cover artist of *Chopsticks New York*. 1 to 2-week exhibition engagement at a gallery in New York City.
2nd Prize (2 or 3 people): 1 to 2-week exhibition engagement at a gallery in New York City.

*Call or email for details
212-431-9970 (x113) or komura@trendpot.com

Chef's Wishes Come True

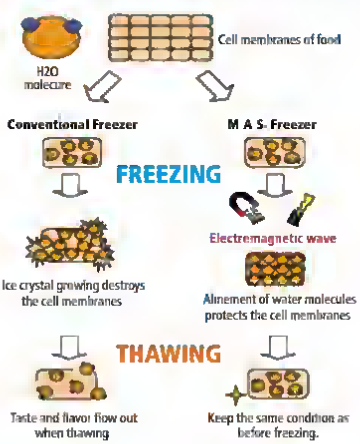
M.A.S Atlantic Canadian Salmon Fillet

Raw Material Size 12/14 Material Farm Raised/Non detected antibiotic
Fillet Size 4.09-4.73lbs (12/14) Form Trim A Processed Scale Off
PKG Style Skin Vacuum Pack BOX Style 6 pack per Master Box

— M.A.S. Salmon less than 2% drip (Regular freezer about 10% drip)
— Restraint of bacterial breeding and disposition of parasites by low temperature freezing**1
— Wash/Sterilize by ozone water
— Longer shelf life (Distributed Frozen)
— Reduce Loss because it is kept in fresh
— Took less than 48 hours from Farm to our Facility

**1 FDA's Food Code recommends freezing conditions to retailers who provide fish intended for raw consumption

M.A.S. (Molecular Alignment System) Freezing Method


Cell membranes of food
H2O molecure
Conventional Freezer
M A S Freezer
FREEZING
Electromagnetic wave
Ice crystal growing destroys the cell membranes
Alinement of water molecules protects the cell membranes
THAWING
Taste and flavor flow out when thawing
Keep the same condition as before freezing.

When molecules freeze, their volume increases and damages the outer cell membrane. After defrosting, moisture along with nutrition escapes through the cell membrane. This results in a mushy and dried texture in the product.

The M.A.S. Freezer uses an electromagnetic wave while freezing. The waves produce smaller water molecules and sway the molecules; the magnetism aligns them. This way, the molecules do not expand while freezing. Therefore the water molecules remain the same size and prevent damage to the cell membranes.

It enables to keep the freshness of the foods with less drip, which holds taste and flavor inside the foods. The damage that is caused by freezing is significantly reduced by this innovative technology.

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